

Southwest

MAY
1938

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CENTS

BUSINESS

Published at Dallas in the interest of the Southwest since 1922



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Life Insurance
Edition

In This Issue: Sales Management's Buying Power
Survey Applied to the Dallas Market

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Southwest BUSINESS

Established 1922

Published by
THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

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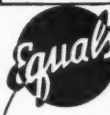
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HOST TO THE NATION

Is There A GAP

Between the
Insurance You
Own



and the Insurance You Want?

A study of our policyowners' insurance needs, involving the analysis of hundreds of insurance programs by our field representatives, showed us that in most cases there was a gap between the insurance our policyowners had and the insurance they wanted.

Our problem then was to devise a policy to close the gap.

We determined that the policy must be, first, **low in cost**. We recognize that the average buyer of life insurance has a certain amount of insurance which he regards as an investment as well as protection; that he has undertaken, in most instances, to own as much of this kind of insurance as he comfortably can, and that our policy must not unduly burden him.

Second, the policy must give **continuous coverage**, protecting the buyer until he is 60 years old, and longer if desired.

In a word, we determined to offer a policy which would provide substantial protection throughout the productive period of life, **at cost substantially less than Ordinary Life**.

Southwestern Life's Triple Option Policy

—is the result. Its low cost enables you to fit it neatly into your insurance budget; it gives you continuous protection until you are 60, then offers you an opportunity to continue that protection as long as you like. This policy closes the gap between the insurance you have and the insurance you want.

Close the Gap With a Triple Option Policy

Send for folder, "Get the Job Done," which explains this new insurance plan; or, better still, ask any Southwestern Life representative about it.

Southwestern Life Insurance Co.

C. F. O'DONNELL, President

Home Office: DALLAS

Honor Roll

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section

Date Established	Years Old	Name
1869	68	The Schoellkopf Co. <i>Famous the World Over</i>
1872	66	E. M. Kahn & Co. <i>One Policy, One Ownership, One Location</i>
1872	66	Huey & Philp Hardware Co. <i>Wholesale Hardware</i>
1873	65	Walples Platter Company <i>Wholesale Groceries</i>
1875	63	Higginbotham Pearlstone Hdwe. Co. <i>Wholesale Hardware</i>
1875	63	Dallas Transfer & Terminal Whse Co. <i>Warehousing</i>
1876	62	Chas. Ott, Inc. <i>Safe, Guns, and Locksmith</i>
1876	62	Fakes & Company <i>Wholesale and Retail Furniture</i>
1876	62	Chas. L. Dexter & Co. <i>General Insurance Agents</i>
1876	62	Griffiths & Company <i>Lumber, Building Material and Roofing</i>
1876	62	Trezevant & Cochran <i>Insurance General Agents</i>
1877	61	Linz Bros. <i>South's Greatest Jewelers</i>
1883	55	Barrow, Wade, Guthrie & Co. <i>Accountants and Auditors</i>
1884	54	Henry Pollock Luggage <i>Luggage, Best on Earth</i>
1884	54	Gibbard Investment Co. <i>First Mortgage Loans</i>
1884	54	O. K. Harry Steel Works <i>Sheet Metal Manufacturers</i>
1884	54	R. H. Dearing & Son <i>Drilling Contractors and Oil Producers</i>
1885	53	Mosher Steel Company <i>Structural Steel, Concrete Bars, and Ornamental Iron Works</i>
1886	52	Robert Nicholson Seed Company <i>Garden, Field and Flower Seeds</i>
1887	51	Metropolitan Business College <i>Stenographic, Secretarial, Accounting and Bookkeeping</i>
1888	50	I. Reinhardt & Sons Co. <i>All Kinds of Insurance</i>
1889	49	J. W. Lindsley & Co. <i>Real Estate, Insurance & Bonds</i>
1890	48	J. M. Colville & Son <i>Printing and Advertising</i>
1891	47	Southwestern Paper Company <i>Founded in 1844</i>
1891	47	Jno. Deere Plow Company <i>Agricultural Implements and Tractors</i>
1892	46	The Egan Company <i>Printers and Publishers</i>

Date Established	Years Old	Name
1893	45	Fleming & Sons, Inc. <i>Manufacturers of Paper and Paper Products</i>
1895	43	Hunt Grocery Company <i>Complete Food Department Under One Roof</i>
1895	43	Fulton Bag & Cotton Mills <i>Burlap and Cotton Bags, Tents and Tarpaulins</i>
1896	42	Briggs-Weaver Machinery Company <i>Industrial Machinery and Supplies</i>
1897	40	Merchants Retail Credit Association
1900	38	The Murray Company <i>Manufacturers of Cotton Ginning Machinery</i>
1901	37	Mason Engraving Company <i>Steel and Copper Plate Engravers</i>
1901	37	Dallas Plumbing Co., Inc. <i>Plumbing and Heating Contractors</i>
1902	36	The Exline-Lowdon Company <i>Lithographing and Printing</i>
1902	36	Cullum & Boren Company <i>Sporting and Athletic Goods</i>
1902	36	S. L. Ewing Company <i>Typewriters, Adding Machines and Supplies</i>
1903	35	Republic Insurance Company <i>Fire Insurance</i>
1903	35	Southwestern Life Insurance Company <i>Life Insurance. A Texas Institution</i>
1904	34	Atlas Metal Works <i>Metal Manufacturers</i>
1906	32	Hesse Envelope Company of Texas <i>If it's an Envelope Hesse makes it</i>
1906	32	Dallas Title & Guaranty Co. <i>Oldest in Texas</i>
1906	32	Dallas Towel Supply Company <i>Linen Supply Service</i>
1906	32	Elliott Shiels Planing Mill Company <i>Millwork</i>
1908	30	Stewart Title & Guaranty Company <i>Abstracts of Titles</i>
1909	29	Ideal Laundry & Dry Cleaning Co. <i>Dry Cleaning and Laundry</i>
1910	28	Hedgecock Artf. Limb & Brace Mfg. Co. <i>Artificial Limbs</i>
1911	27	Graham-Brown Shoe Company <i>Manufacturers and Jobbers of Shoes and Boots</i>
1912	26	American Transfer & Storage Co. <i>Warehousing, Local and Long Distance Moving</i>
1912	26	Potts-Knaur Leather Company <i>Shoe Findings</i>
1913	25	Wyatt Metal & Boiler Works <i>Steel Plate Fabricators and Metal Workers</i>
1913	25	Hart Furniture Company <i>Complete Home Furnishings</i>
1913	25	The Texas Employers Ins. Assn. <i>Workmen's Compensation Insurance</i>



**MR. O. SAM CUMMINGS,
PRESIDENT**

National Association of Life
Underwriters

THE MEMBERS of the Dallas Association of Life Underwriters, joined by the Dallas Managers Club and the executives of Dallas life insurance institutions, present here the picture of our distinguished fellow citizen, Mr. O. Sam Cummings, President of the National Association of Life Underwriters. For many years, we of Dallas have had justifiable pride in our high rank among the life insurance centers of the nation. To this prestige is now added the distinction of having one of our own group occupying the highest office within the gift of underwriters of America.

It is particularly fitting that O. Sam Cummings should have been elected as President of the National Association of Life Underwriters, he having served previously, and with conspicuous ability, as Trustee, Secretary and Vice President of the National Association, and also as President of the Texas Association of Life Underwriters. He is a Director of the American College of Life Underwriters, and was the author of the present plan of organization and by-laws of the National Association of Life Underwriters.

O. Sam Cummings is devoting practically all of his valuable time to the Presidency of the National Association. During his administration, he will have traveled more than fifty thousand miles, in visiting seventy-five or more cities in forty States of the Union and three provinces of Canada. He is thus promoting a closer relationship between the underwriters of these two great countries.

With the advent of the week set apart for the Annual Message of Life Insurance of the Nation, we hail with pride and affection the gift of Dallas and Texas to the nation, O. Sam Cummings.

Southwest BUSINESS

VOLUME 17

MAY, 1938

NUMBER 5

Sales Management Survey Shows Dallas' Dominance

ONLY New York, Washington, D. C., Des Moines, Iowa, and San Francisco, Calif., exceed Dallas in effective buying income per capita, *Sales Management* reveals in its 1938 copyrighted survey of buying power.

In the 100,000 group of American cities, Dallas ranked fifth in per capita buying power, tying for this rank with Los Angeles, Calif., and Miami, Fla. Of the Southwest's major cities, Dallas led all others in *Sales Management's* estimate of effective buying income and also in the magazine's estimate on 1937 retail sales. Houston was ranked eighth in the nation in effective buying income per capita, Ft. Worth was ranked fourteenth, and San Antonio, El Paso and Oklahoma City tied for forty-fifth place in the national ranking.

On the basis of *Sales Management's* estimates on 1937 retail sales, Dallas ranked twenty-fifth in the nation, with Houston thirty-first, San Antonio thirty-eighth, Oklahoma City forty-seventh, Fort Worth fifty-first, Tulsa sixty-first and El Paso eighty-eighth.

The Dallas Chamber of Commerce obtained special written permission from the editors of *Sales Management* to analyze and publicize the 1938 Buying Power Survey as it relates to Dallas and the Dallas Market. No other agency may use or reproduce in any way this copyrighted survey without similar written permission from *Sales Management*.

Sales Management estimated 1937 effective buying income per capita for Dallas at \$940. New York, ranking first in the survey, had a per capita buying income of \$993. Washington had a per capita of \$976, Des Moines of \$950, and San Francisco of \$946. Chicago had a per capita of \$765, Boston of \$860,

Cleveland of \$865, Minneapolis of \$920, Atlanta of \$710, Philadelphia of \$745, Pittsburgh of \$765, St. Louis of \$910, Houston of \$925, Ft. Worth of \$900, El Paso of \$780, Oklahoma City of \$780, San Antonio of \$780, and Tulsa of \$830. New Orleans, with a per capita of \$625, ranked ninety-sixth in the nation.

Dallas County's effective buying income was 0.4133 per cent of the national total, giving it thirty-fifth rank in this classification, among city-counties of 100,000 or more population.

Leads in Retail Sales

Sales Management estimated Dallas County's effective buying income at \$279,042,000, ranking thirty-fourth in the nation. Harris County of which Houston is the county seat was given an effective buying income of \$319,269,000, the only county in the Southwest exceeding Dallas. However, the *Sales Management* estimate on retail sales for Dallas County was \$168,764,000, compared with \$161,175,000 for Harris County.

The survey gave Dallas County an effective buying income of \$3,599 per family, compared with \$3,493 per family for Harris County, \$2,952 for Bexar County (San Antonio), \$3,442 for Tarrant County (Ft. Worth), \$3,336 for El Paso, and \$2,901 for Oklahoma County (Oklahoma City).

Passenger cars sold in Dallas in 1937 totaled 14,901, a ratio of 107 to the 1936 record, and truck sales totaled 2,357, a ratio of 102 to 1936. In Harris

County, passenger car sales totaled 17,791, a ratio of 104 to 1936, and truck sales totaled 3,507, a ratio of 96 to 1936. Bexar County, with 7,795 passenger car sales, had a ratio of 99 to 1936, and with truck sales of 1,589 had a ratio of 113 to 1936. Tarrant County reported 6,184 passenger car sales, a ratio of 100, and 1,117 truck sales, a ratio of 95. Oklahoma County had passenger car sales totaling 9,755, a ratio of 98, and truck sales of 1,997, a ratio of 108. El Paso County had 2,992 passenger car sales, a ratio of 94, and 531 truck sales, a ratio of 108.

This annual survey by *Sales Management*, made on a national scale and providing an accepted, accurate basis for comparison of all cities and counties included in the study, definitely establishes Dallas' dominance among the Southwest's major cities.

Because Houston is Dallas' nearest rival in the results of the survey, it is logical to compare these two cities as distribution centers, using the *Sales Management* reports on retail sales and buying power in the counties which fall within their trade areas. The totals on buying power reflect the potentialities of the respective markets; the retail sales totals reflect the merchandise needs which Dallas and other manufacturing and wholesaling centers must fill.

Sales Management estimated the 1937 volume of wholesale business in Dallas at \$585,824,000, ranking this city as Amer-

(Continued on Page 28)



*Progress Bulletins from the Dallas Chamber of Commerce***EXECUTIVE***Innovation*

The executive branch of the Chamber was primarily concerned during April with working out details of the newly adopted budget, with study of plans to bring the financial structure up to the level of actual needs, and with general supervisory work. Several luncheon clubs and other organizations were addressed by General Manager Ben Critz.

An innovation was made in board of directors' meetings, when Mr. Critz assigned department heads to make detailed reports of their work and achievements at successive Friday sessions.

FINANCIAL*Lagging Dallas*

Fort Worth's Chamber of Commerce this year is geared to a \$125,000 budget; Houston's to \$164,000; Oklahoma City's to \$157,500; and Tulsa's to \$113,785.

These budget totals assumed sharp significance when the Dallas Chamber's budget and finance committees last month adopted a \$104,000 budget, began work to raise that sum and a margin which will allow planned liquidation of old debts. These old debts were assumed years ago, some for Love Field improvements, others for a Hensley Field hangar which Dallas could not otherwise have obtained, still others for early promotional expense on the Trinity Canal project.

With \$104,000, the Dallas Chamber must compete against the \$113,785 work fund of the Tulsa Chamber, \$125,000 for Fort Worth, \$157,500 for Oklahoma City, \$164,000 for Houston.

This situation, with Dallas lagging far behind rival cities in financial support of their respective chambers, was laid before the Dallas Citizens Council at a luncheon meeting honoring the Chamber's officers and staff.

MEMBERSHIP*Non-Members*

Weeks of intensive work are reflected in an accurate list of firms and individuals

which are not members of the Chamber, compiled, checked and re-checked by the membership department. The list reveals a startling number of substantial Dallas businesses which are not contributing to the city's agency of progress, either in time or money.

Meanwhile, new members, including a number of newly-established businesses, have been added to the Chamber's roster at the rate of several each week.

RETAIL*Dog Days Ahead*

Horrid phrase to business men is "summer slump." For two years, Dallas business has been cushioned against the summer slump because of the Texas Centennial and Pan American Expositions, which drew visitors and increased buying power to Dallas.

Exposition stimulus will be missed this summer, and business men are wondering whether it wouldn't be wise to attempt some substitute stimulus.

The Retail Merchants Association, division of the Chamber, has a special committee working on a study of the possibility of arranging special attractions and events to bring visitors to Dallas and stimulate business during the summer.

Coeds in Cotton

Major promotion of the month for the Chamber's retail division was the Coeds in Cotton fashion revue staged at the Baker Hotel May 7. Southern Methodist University beauty queens were the models; their wardrobes were gathered from the shops of America's leading designers to dramatize, in 'round-the-clock completeness, the fashion importance of cotton. A capacity audience viewed the show.

Sponsors of the unique fashion revue were the Cotton Textile Institute, the Dallas Chamber of Commerce, the Dallas Cotton Exchange, and Dallas retail and wholesale merchants, with S. M. U. co-

operating. The only revue to be staged in Texas, it was one of a series being held in other regional centers throughout the country to stimulate domestic consumption of cotton.

MARKET*Merger*

Merged last month were two of the major divisions of the Chamber, creating the new Dallas Manufacturers and Wholesalers Association.

The new organization was created from the Dallas Wholesale Merchants Association and the manufacturers' division of the Chamber, to give the Dallas market—manufacturers, wholesalers, distributors of all kinds—a single promotional agency.

Lester Lorch, president of the Dallas Wholesale Merchants Association, continues as president of the new organization. Lawrence Pollock, president of the manufacturer's division, becomes a member of the board of the new agency, to which five other manufacturers are to be appointed.

Thus the Dallas market—which can fill any merchandise need from diapers to diamonds—achieves a unity and a strength through unity that it could not hope for with manufacturers and wholesalers working through different agencies to different objectives.

Fall Season

Streamlining of the Dallas market's promotional program in advance of the Fall Market Season was begun last month by Lester Lorch, president of the Dallas Manufacturers and Wholesalers Association (see above) and E. F. Anderson, manager. Their recommendations are to be acted upon at board meetings this month.

New emphasis will be placed upon the completeness of the Dallas market in the fall season promotion.

With a single agency to serve the entire market, officials hope to bring home the fact that Dallas manufacturers and distributors provide the most complete buying center between the Mississippi River and the Pacific Coast.

Sales Managers

Closely allied with the Chamber is the Dallas Sales Managers Club, organization of which the Chamber sponsored several years ago. E. F. Anderson, manager of the Dallas Manufacturers and Wholesalers Association (above) has served as secretary of the Sales Managers Club because its membership comprises the key men of the Dallas market and its program is an integral part in the market development objectives of the Chamber.

Chosen president and secretary, respectively, of the National Federation of Sales Executives at the Chicago convention a year ago were W. V. Ballew and Mr. Anderson. Their administration has achieved marked success in expansion of the national organization, 16 new affiliated units having been added to the Federation since January 1, 1938. More important than their election, however, was their success in bringing the 1938 convention of the Federation to Dallas. (See page 10.)

The Federation meeting will bring to Dallas 1,000 or more sales executives, including such national figures as Major Lenox Lohr, president of the National Broadcasting Company, Gradwell L. Sears, president and general sales manager of Warner Brothers-First National Pictures, and many others. It will be a spotlighted convention, invaluable to Dallas from the publicity standpoint as well as for the probable more direct dividends in interest on the part of some of America's leading executives.

Handling details for this all-important meeting has been a big extra burden on this department of the Chamber for more than six weeks, a load which has been carried along with routine work, the promotion and conduct of the thirty-seventh annual Dallas Business Tour (see Goodwill) and preliminary preparations for the fall market season.

INDUSTRIAL

Expansion

April was a month of growth for Dallas (see Dallas Business). Records of the industrial department show that 84 new businesses were opened during the month, including 15 manufacturers, 11 wholesalers, 23 retailers, 28 miscellaneous and 7 oil companies.

The department also reported several good industrial prospects, the nature of which must be kept confidential for the time being.

CONVENTIONS

Success Stories

"Where conventions succeed" is one of the slogans which the Chamber's convention department uses in its work.

Two strong letters testifying to the truth of the slogan were received by the department last month.

One was from N. C. Hamner, general chairman of the American Chemical Society Convention, held in Dallas for the first time in Texas. Dr. Hamner wrote:

"The American Chemical Society convention, meeting here for the first time in Texas, brought to our city approximately 1,100 chemists, and among them were a great majority of the leading men in the profession in America. It is in reality fifteen meetings in one.

"This convention was handled very successfully, and no small part of the credit is due to the very efficient convention department of your organization. These men have had long experience, are capable and have the will to work. They were invaluable, and I think it but proper to acknowledge them with thanks."

And in the same tenor, L. W. Land, general chairman of the convention committee for the Associated Traffic Clubs of America, which met here April 25-27, wrote to the Chamber:

"On behalf of the Dallas Traffic Club, I wish to thank you for the very hearty cooperation which you gave us in handling the convention of the Associated Traffic Clubs of America. . . . The convention was the largest aggregate of business and traffic men ever assembled in the Southwest and had representatives from 32 states and delegates from 68 clubs scattered throughout the United States. All that you did in cooperating with the Dallas Traffic Club in behalf of this convention is very greatly appreciated."

'39 Headliners

Directors of the National Association of Real Estate Boards held their annual session in Richmond last month. Before them was Dallas' invitation for the board to meet here next January, during the South-Central division convention of the association. The directors' policy in the past has been never to meet in connection with the division conventions; when the ballot was called, the board voted 10 to 1 to meet in Chicago.

Hugh Potter of Houston, past president of the National Association, leaped to his feet and began talking Dallas. A motion was made to reconsider, and the board reversed itself, voting unanimously to meet

in Dallas. "Count on Houston," Mr. Potter wired the Dallas Real Estate Board, "to help Dallas make this the biggest real estate convention ever held."

The same week brought another important 1939 convention to Dallas—the National Association of Dyers and Cleaners of the United States and Canada. Dallas won in spirited competition with New Orleans, San Francisco and other cities. The meeting, next January, will bring some 2,000 visitors and 15,000 square feet of exhibits.

TRANSPORTATION

Rates

Guarding Dallas' interests as a transportation center, serving both shippers and carriers, is the duty of the Chamber's transportation department.

The ten and five per cent increases in freight rates and the great variety of pending legislation made April an extremely busy month. Digests of 23 proposed rate changes were made and mailed to interested groups of shippers; 15 decisions were digested and mailed to interested commodity groups. Many inquiries to be answered by the department were prompted by the fact that in the freight rate increases the Interstate Commerce Commission ordered the class rates to be figured by increasing the first class rate and then using the percentage of the first class rate to lower classes, while the Texas Railroad Commission ordered the increase to be figured on each individual class rate.

Sixteen meetings of subcommittees of the Chamber's transportation committee and two meetings of the general committee were held during the month. The department also assisted in the convention of the Associated Traffic Clubs of America, held in Dallas last month.

GOODWILL

Tops in Tours

The Dartnell Corporation of Chicago issued a four-page bulletin to some 25,000 subscribers last month that was of special significance to the Dallas market.

Its subject was "How Dallas Stages Its Goodwill Tours." An editor's note explained:

"Trade and goodwill trips conducted by chambers of commerce, sales managers' clubs and merchants associations are one of the oldest forms of sales promotion. Properly done they are capable of greatly strengthening the relations of a trade center in its trading area. Unfortunately,

(Continued on Page 51)

Nation's Leading Sales Executives Will Convene in Dallas

DALLAS will again be host to one of America's spotlighted conventions, when the National Federation of Sales Executives meets at the Baker Hotel May 19-21.

Meeting jointly with the National Federation will be the eighth annual Southwestern Sales Managers Conference. The joint meeting has been widely advertised as "1938's Headline Convention in America's spotlighted area."

Fifteen sales authorities and economists will participate in the convention program, each taking a different phase of the theme, "Distribution at a Profit." Bentley Young of Dallas is general chairman of the convention and Jay Smith is program chairman. J. Frank Martino is president of the host organization, the Dallas Sales Managers Club. W. V. Ballew of Dallas is president of the National Federation of Sales Executives and E. F. Anderson is secretary.

Such national authorities as Major Lenox Lohr, president of the National Broadcasting Co., and Gradwell L. Sears, president and general sales manager of Warner Bros.-First National Pictures, will address the convention. Because of the unusual interest which parts of the program hold for them, groups outside of the field of sales management have expressed a desire to attend some of the convention sessions. Among them are faculties and students of the schools of business administration and bureaus of business research at Drake University, Louisiana State University, the University of Texas and Southern Methodist University. Newspaper publishers and broadcasting station executives have shown a special interest in the addresses of Major Lohr and Mr. Sears. Retail merchants have been making reservations for their staffs to hear Elmer Wheeler's talk on "Tested Sentences that Sell."

Mr. Sear's subject will be "Changing Buying Habits Through Motion Pictures," and Major Lohr will speak on "Social Aspects of Advertising." Mr. Wheeler is president of the Tested Selling Institute of New York.

Of special significance from the sales managers' standpoint will be the address of John H. Martin, Jr., director of the \$600,000 Federal survey now being made of the numerous and complex state laws affecting regional and national distribution of merchandise.

Among other top-flight executives who will participate in the three-day convention program are R. D. Keim, vice presi-

dent of E. R. Squibb and Sons; F. B. Heitkamp, vice president of American Type Founders Sales Corp.; E. C. Wolcott of

Chicago, general sales manager of the Blue Valley Creamery; Harrison Matthews, executive secretary of the Los Angeles Sales Executives Association and president of Woodbury College; Judson Sayre, vice-president of Bendix Home Appliances, Inc.; H. Merle Smith of Kansas City, marketing consultant; Dr. J. U. Yarbrough, head of the psychology department of Southern Methodist University; C. D. Cox of Dallas, district manager of the West Disinfecting Co., and Peter Molyneux, nationally recognized publicist and economist.

Dr. Samuel Stevens, dean of University College at Northwestern University, will conduct sales management aptitude tests for the convention delegates.

Included in the convention's Southwestern-flavored entertainment features will be a typical Texas rodeo and barbecue at "Hollandale" with Frank P. and Marsh Holland as hosts. The Sales Managers Association of Philadelphia will present the Howard G. Ford award for outstanding achievement in sales management at the convention. Other entertainment features have been arranged.

One of the novel features of the Federation convention will be "ideas on the half shell" for the sales executives gathered here.

This convention attraction will be a comprehensive display of sales promotion ideas, methods and materials, to be set up in the lounge of the Baker Hotel and open to inspection throughout the convention. Sponsors of the exhibit describe it as "a four-ring show of sales-building ideas and paraphernalia."

Sales manuals used by the country's leading merchandisers will be exhibited. Each manual will be in portfolio form and will show the complete sales promotion program of the sponsoring concern, including national advertising, local advertising, dealer tie-ups, sales bulletins, sales letters and house organs. They will be arranged on easels for convenient study.

Another section of the exhibit will offer a series of panels reproducing pictographs as used in *Sales Management* magazine. These dramatizations of modern sales technique have attracted widespread attention, and this is expected to prove a popular display.

Also in the exhibit will be the "50 direct mail leaders" selected in the annual competition conducted by the Direct Mail Advertising Association. The fourth section of the exhibit will contain the 100 best business books of recent years.



Speakers on the program of the National Federation of Sales Executives, left to right, top to bottom: Frederick B. Heitkamp, vice-president American Type Founders Sales Corp.; C. D. Cox, Dallas division manager West Disinfecting Co.; R. D. Keim, vice-president and sales counselor E. R. Squibb and Sons; Judson S. Sayre, vice-president in charge of sales, Bendix Home Appliances, Inc.; E. C. Wolcott, general sales manager Blue Valley Creamery, Chicago; Elmer Wheeler, author of the best seller, "Tested Sentences That Sell"; Harrison Matthews, executive secretary Los Angeles Sales Managers Association; Major Lenox R. Lohr, president National Broadcasting Company.

Dallas Business

THE records of the Chamber of Commerce industrial department show that Dallas secured eighty-four new businesses during April, as compared with seventy-nine for the previous month and seventy-four for April, 1937. These new firms include fifteen manufacturers, eleven wholesalers, twenty-three retailers, seven oil companies and twenty-eight classified as miscellaneous. In the total are eleven branches of national concerns.

Among the new concerns were the following:

Manufacturers:

Auto Vennette Company, 3137 Ross Avenue. Manufacturers of Venetian blinds for automobiles.

Bell Body & Equipment Co., 1321 Plowman Street. Manufacturers of truck bodies.

Borden Company, 1811 Leonard Street. Started construction on new ice cream plant.

Cathey's Dairy Products, 3101 Forest Avenue. Ice cream manufacturers.

Chef's Manufacturing Co., 4228 Ross Avenue. Manufacturers of plaster novelties.

Eastman Manufacturing Co., 1515 Fort Worth Avenue. Manufacturers of perforation washers for oil wells. Affiliated with Eastman Oil Well Survey Company of Dallas and O. P. Yowell Service Company of Los Angeles.

Great National Air Conditioning Corporation, 911 Horton Street, at Terminal. Manufacturers of air conditioning equipment.

Hall Awning Company, 4228 Ross Avenue. Manufacturers of automobile awnings.

Leggett & Platte Spring Bed & Manufacturing Co., 2003 Oak Lawn Avenue. Manufacturers of bed springs and inner-spring units for mattresses. Home office, Carthage, Mo.

Link-O-Phil Manufacturing Co., 707 North Haskell Avenue. Manufacturers of food products—shoe string potatoes and potato chips.

Mastercraft Shirt Company, 5011 Elm Street. Custom-made shirts.

Safety Garage Door Manufacturing Co., 1603 Cedar Springs. Overhead garage doors.

Superior Decalcomania Company, 333 West Eighth St. Manufacturers of decalcomania transfers.

Wholesalers and Branches:

Air Associates, Inc., Love Field Drive. Aircraft supplies and equipment. Home office, Garden City, L. I.

Associated Exchange Drug Brokers, 108 South Beckley Avenue. Wholesale drug sundries.

Automatic Amusement Company, 2624 Commerce Street. Amusement devices.

Century Pharmacal Company, 715-A North Ervay St. Pharmaceuticals.

Dixie Craft Company, 208 Wholesale Merchants Bldg. Manufacturers agents, notions and novelties.

Highway Machine Company, 3612 Commerce Street. Road machinery and equipment.

Holloway & Company, Inc., 1711 Griffin Street. Wholesale grocers.

A. O. Smith Corporation, Allen Building. Pipe for oil field use. Home office, Milwaukee, Wisc.

Texas Match Company, 506 Construction Bldg. Matches.

Union Welding & Machinery Co., 2400 Commerce St. Welding equipment.

Unit Venetian Supply Corporation, 703 McKinney Avenue. Materials for the manufacture of Venetian blinds. Home office, Chicago, Ill.

Oil Companies:

G-W Drilling Company, 803 Gulf States Building. Drilling contractors. New company organized by W. M. Wofford, E. R. Goodman and C. C. Mays.

Johnston & Welch, 1211½ Elm Street. Oil producers.

Key States Drilling Company, Magnolia Building. Drilling contractors. New company organized by H. P. Holmes, M. S. Church and W. R. Hines.

Moore's Oil Information Bureau, 905 Insurance Building. Oil reports. Prentiss T. Moore, owner. Moved from Tulsa, Okla.

(Continued on Page 46)

Graphic Review of Dallas Business

Business Indices, March, 1938, compared with March, 1937

AIR MAIL POUNDAGE

1938	56,350	+ 59.8%
1937	35,241	

AMOUNT OF BUILDING PERMITS

1938	829	+ 25.4%
1937	661	

BANK CLEARINGS

1938	\$220,733,000	— 5.40%
1937	\$233,329,000	

BANK DEBITS

1938	\$238,342,000	— 6.55%
1937	\$255,053,000	

STREET RAILWAY PASSENGERS

1938	5,278,917	+ 6.5%
1937	4,955,459	

INDUSTRIAL CONSUMPTION OF NATURAL GAS

1938	381,250,200 C. F.	— 18.9%
1937	470,602,400 C. F.	

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

1938	2,795,540 K. W. H.	+ 10.9%
1937	2,518,918 K. W. H.	

POSTAL RECEIPTS

1938	\$270,366	— 29.8%
1937	\$385,263	

BUILDING PERMITS

1938	\$996,338	— 33.6%
1937	\$1,501,058	

TELEPHONES

1938	86,697	+ 5.33%
1937	82,305	

ELECTRIC METERS

1938	80,235	+ 3.6%
1937	77,405	

GAS METERS

1938	76,524	+ 4.2%
1937	73,441	

WATER METERS

1938	71,939	+ 3.7%
1937	69,336	

NEW CAR REGISTRATIONS

1938	1,228	— 42.3%
1937	2,130	

THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938	1937	1937											1938
	March	March	April	May	June	July	August	September	October	November	December	January	February	
Bank debits (dollars, in thousands)	238,342	255,053	242,752	221,786	231,952	242,058	230,077	255,202	258,782	236,598	282,612	245,957	210,053	
Bank clearings (dollars in thousands)	220,733	233,329	222,945	203,410	219,737	225,697	216,017	251,516	251,045	227,286	238,805	215,980	186,541	
Building permits (dollars)	996,338	1,501,058	1,310,267	1,043,106	908,468	837,573	644,848	828,358	859,214	895,951	877,316	965,643	752,929	
Motor vehicles (new registrations)	1,228	2,130	1,387	1,375	1,439	1,352	1,177	1,069	1,218	1,018	1,065	965	943	
Electric meters	80,235	77,405	77,616	77,959	77,968	77,959	78,786	79,314	79,617	79,661	79,815	79,763	79,964	
Telephones	86,697	82,305	82,814	83,405	83,188	83,194	83,557	84,465	85,029	85,304	85,634	86,059	86,331	
Gas meters	76,524	73,441	73,562	73,746	74,044	74,186	74,450	74,839	75,516	75,997	76,267	75,950	76,350	
Water meters	71,939	69,336	69,668	69,847	70,188	70,450	70,695	70,902	71,136	71,269	71,413	71,528	71,560	
Postal receipts (dollars)	270,366	385,263	356,236	352,880	347,277	332,664	303,273	368,511	398,231	371,611	481,862	331,074	312,817	
Industrial power consumption (in kilowatt hours)	2,795,540	2,518,918	2,706,427	2,972,093	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340	2,863,279	2,800,015	
Industrial gas consumption (in thousands of cubic feet)	381,250.2	470,602.4	369,158.2	330,271.8	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4	512,710.0	444,825.6	
Street cars and bus traffic (passengers)	5,278,917	4,955,459	5,166,944	5,261,435	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,891,452	5,037,650	4,928,764	4,620,917	

The Paradox of

LIFE INSURANCE

By JOHN C. LEISSLER

Publisher, The Southwest Insurer

LIFE INSURANCE is easily the most amazing paradox in the business and personal life of the American people. Indemnifying the uncertainties of life and the most uncertain certain factor in life, death; yet it is founded upon actuarial formulae that predict accurately the payments that will necessarily be made in any given year.

It is the most precious commodity available to any individual, yet it must be sold.

It made the most favorable record in the financial world during the years of depression yet some business men and their wives still have doubts as to its integrity.

It all too often is the only estate left by a breadwinner for the maintenance of his family, yet some women will prevent their husbands from arranging needed protection.

Once death insurance, it now has become life insurance because through it and its flexibility, individuals can make their plans for the future become real.

Once used to pay the doctor, the nurse and the undertaker their bills incident to the final illness, it now also sends children to college, provides funds for emergencies and sends money ahead for delivery at older ages.

Its proceeds all too often provide just the bare necessities, yet many people still regard it as a luxury.

Life insurance is truly a paradox.

Being of the business but not directly in it, I have had considerable opportunity to see life insurance at work. I came into the insurance picture after many years of general newspaper experience, burdened with that cynicism that develops among newspaper people

whose work brings them into frequent contact with the unfavorable facets of human nature, greed, selfishness, deceit. I, like many others, had a picture in my mind of life insurance salesmen as pests who made life miserable for gullible victims.

Yet, how quickly that unfortunate caricature was eliminated. In its place I built a picture of life insurance men as social engineers, their companies as institutions devoted to the one fundamental purpose of upbuilding and improving the nation and its people. I have seen life insurance come through the depression bigger and stronger than ever and yet more closely attuned to the needs of the public, with the question ever uppermost, "How can we better serve the people?"

It was then that I wondered at the paradox of life insurance. I wondered that it must be sold and then only after intense persuasion. I wondered why politicians have embarrassed and heckled it with needless and restrictive laws. I wondered why the premium dollar paid by the individual policyholder is saddled with hidden taxes, thus putting a tax on thrift. I wondered why the people were so apathetic in understanding its real purpose and benefits.

Yet the attitude of the public has shown a change for the better in recent years, and because of this I am confident that life insurance is just now embarking upon an era of tremendous development. Any financial commodity that can make the uncertain certain, the unreal real, and remove the sting from untimely death or from living too long, must sooner or later, expect to have its real worth appreciated by the public.

LIFE INSURANCE

Servant of the People

MORE than half the radio sets in the world are in the United States, although we have only 6 per cent of the world's population.

Of the 40 million automobiles registered in all the countries of the world last January 1, 28 million were in the United States.

We have nearly half the 35 million telephones in service in the world.

The 15,000 theatres in the United States, which are wired for sound, constitute 30 per cent of those so equipped in all the world.

We read a lot of crop reports. One of the best since 1929 is the 1938 forecast for 32 million of our citizens whose collective name is Farmer. The farmer will probably sell his crops and stock this year for around 7½ billions of dollars, about twice as much as in 1932. The farmer is coming back into a way of life deeply respected by all of us—envied by many of us.

It is my pleasant undertaking to evaluate an important factor in our national life. I want to draw a picture of the institution of legal reserve life insurance, what it means to this Nation, and what it has meant, all through its hundred years' history, and especially during these last seven years of financial cataclysm. And I want to draw the picture against the background of a statement made recently by a college president, the significance and importance of which I'm sure you will understand without any elaboration. He said: "The death-knell of wealth has already sounded. Legislation already enacted insures the achievement of the aims of those who would share the wealth."

J. P. Morgan was quoted not long ago as saying that no large fortune would remain thirty years under existing conditions of taxation, and it is generally understood that he has sold a large part of his art treasures to enable his estate to meet its taxes.

Nowhere in the world has life insurance developed as rapidly as in the United States. With less than 7 per cent of the world's population, people in the United States own more than 70 per cent of the world's life insurance. Canada comes next in per capita ownership of life insurance; Great Britain third. And there is striking significance in the fact that these three countries are the chief surviving examples of democracy and of the philosophy of individual liberty. The phenomenal

By O. SAM CUMMINGS
President, National Association
of Life Underwriters

growth of life insurance, especially in the United States, is proof that our people are willing to pay the price of liberty through savings and through sacrifice. A life insurance policy is a pledge of personal responsibility. It is a declaration of financial independence.

Early Development Slow

The early development of life insurance was slow—in the light of its more recent growth, almost unbelievably slow. Although it has existed in America for over 100 years, the total life insurance in force in 1900 was only 9 billions of dollars. Today, only a little more than a third of a century later, it is 110 billion.

Premiums paid by policyholders—the sacrifices of our citizens—have increased from 600 millions a year in 1900 to nearly 4,000 millions in 1937. Assets have risen from \$1,800,000,000 in 1900 to 26½ billions of dollars in 1937. The number of policyholders has increased from 10 millions in 1900 to 64 millions in 1937.

This record is a monument to the thrift, self-reliance and sense of responsibility of the American people; a monument also to the ability and integrity of the company heads who planned and directed its activity.

But the true significance of life insurance as a factor in our national life cannot be gauged alone by the figures which I have already recited.

I want to turn now to the *benefits* of life insurance—the fulfillment of the functions for which our business was organized. Life insurance is purchased and owned in contemplation of the settlements which it promises, the payments which it makes.

Benefits, excluding policy loans, paid to policyholders and beneficiaries, amounted in the year 1900 to 180 millions of dollars. Contrast this with the 3,000 millions of dollars paid out on the average during the past four years. Of the 38 billions of dollars paid out in benefits during the present century, approximately 50 per cent, or 19 billions, have been distributed in the past seven years—seven years, mind you, of economic convulsion and financial

strain. Having regard for the conditions which have prevailed during those seven years, and for the fact that the great bulk of insurance payments constitute an avoidance of a corresponding dependency, the importance of this service cannot be exaggerated.

There is another aspect of life insurance insurance which is of tremendous importance to the Nation, and to a State, in which its policies are largely held. Life insurance is a community builder. Its assets are built into farms and factories, railroads and public utilities. In the form of state, county and municipal bonds, they grow into the very hearthstone of the home, and into every service performed by state and local subdivisions of government.

Texas' Progress Furthered

In preparing this article, I took special pains to inquire into this phase of life insurance as it relates to our own good state of Texas. I secured a breakdown of the investment structure of life insurance companies holding almost exactly 95 per cent of the assets of all United States legal reserve companies.

I will confess I was not entirely prepared for the very gratifying disclosures which that break-down afforded. I could not secure the figures for the state of Texas alone, but I'm quite sure that you will not lose interest in these disclosures, simply because the figures which I am going to give you are for the West-South Central district, comprising the four states, Arkansas, Louisiana, Oklahoma and Texas.

In 1935—the last year for which the figures have been tabulated, life insurance company investments increased in this West-South Central Division by 12.1 per cent, the largest percentage increase of any of the 9 established zones into which the entire country is divided, and for which this investment item has been calculated. Our neighbors to the east—Kentucky, Tennessee, Alabama and Mississippi, were favored with an increase only two-thirds as large. The so-called Mountain District just barely held an increase of 2 per cent, and the Pacific Coast also just showed a plus sign. Our increase was exactly twice the percentage recorded for the entire country.

Broken down into items of investment, the figures showed an increase in state,

county and municipal bonds, in this district, of 10.5 per cent.

Another combination of figures which pleased me was that which showed that at the end of 1935 more life insurance assets were invested in the West-South Central District than in the entire New England Division—in fact, 11 per cent more.

Assets Wisely Invested

In every phase of its operation life insurance is woven into the business and social fabric. The removal of the assets which support our institution from the channels into which they have found their way would be a disaster sufficiently great to shake our whole economic structure. These assets are invested, under state regulation, only in such enterprises as are associated with the promotion of the public welfare. The premium-payer conse-

quently becomes a double servant of the state, for he has not only protected himself and his dependents against becoming a public charge, but he is an investor, through the insurance company, in the Nation's established institutions, in its agriculture, its business, its transportation and utility systems. He becomes a contributor to the national progress, a large employer of labor. He also benefits from the prosperity which he helps to create, and, therefore, is not only a double contributor to the public welfare but a double beneficiary of his own sacrifices.

However, the life insurance business is essentially the servant of the common people.

When we think of life insurance we are apt to think of millions of policyholders, billions of assets, hundreds of millions of dollars of life insurance in force.

These \$26,500,000,000 of assets do not belong to the companies. Life insurance companies hold these assets in trust for 64 million human beings. And as such stewards the life insurance companies have come through these last seven years without breaking faith with the people. Very few business institutions can say that today.

These companies are really owned by the 64 million men and women who are policyholders. They are not great, rich corporations, in the usual meaning of the term, but great aggregations of human beings. Life insurance is a social and economic institution, not a mere commercial enterprise.

Life insurance is not the favorite vehicle of investment of the men of wealth. The more wealthy a man becomes, the smaller becomes the proportion of his estate which is held in life insurance. The occasional large policy that is sold does not truly present the picture.

Average Policy \$825

The average "coverage" per policyholder, in the United States, is about \$1,600 and the average size of the 120,000,000 policies is about \$825. Any apparent discrepancy in those two figures is, of course, explained by that fact that many people have more than one policy of life insurance. But even so, the average owner of life insurance will leave upon his death only \$1,600.

We may now attempt an estimate of the public services of life insurance during the vital period of these last seven years, by placing their achievements over against the special national services that this time of stress has produced.

While the national debt of the United States, due largely to the various forms of public assistance granted, has increased by 10½ billions, the life insurance companies have paid out in benefits since business, \$21,600,000,000, twice as much as the increase in the public debt. In other words, individual thrift has provided security which has placed more than twice as many dollars in American pockets since 1929 as has the social program of our Federal Government.

These are the material values of life insurance. There are moral and ethical values, too, inherent in its very principles. Have you ever stopped to think of this? There is something moral about life insurance payments. These benefits have been paid to businesses, to homes, and to individuals, where sacrifice has been made theretofore. They do not signify shiftlessness and laziness. They have been produced as an evidence of the accumulated savings and sacrifice of a Nation. And there is another thing about these life insurance payments. They carry no penalty on posterity. They do not constitute

(Continued on Page 27)

I am LIFE INSURANCE

"I am not a father—yet the welfare and education of sons and daughters everywhere are my great concern.

"I am not a husband—but the security and happiness of all wives are under my protection.

"I am the prudent and faithful friend of the widow, the orphan, the disabled and the aged.

"I provide security and contentment for the old man and make his old age serene and bright.

"I give the young man courage and enable him to take advantage of his opportunities. I give him an optimistic outlook, a sense of security and help him to maintain his self-respect.

"I have taken an active part in the economic and social life of the nation. My resources have helped the farm, the factory and the railroad. I have helped to build and sustain America.

"I have been tested by time. Other institutions pass, but I remain. Neither prosperity, nor calamity, nor depression have made me break faith with those who trusted me nor made me violate the trust reposed in me.

"The wise man knows me and welcomes me. I ask for little—I give much in return. I give freedom—freedom from care—freedom from a heavy heart—freedom from financial failure.

"He who places his faith in me shall never want.

"I AM LIFE INSURANCE."

—JOAN W. AUGUSTUS, *Chicago*

Fourteen years of age . . . first prize winner in the nationwide High School Letter Writing Contest sponsored last year by the National Association of Life Underwriters.

Air Conditioning...the Art of PERSONAL COMFORT

By JAMES P. BARNES
The Murray Company

THE art of air conditioning may fairly be called the art of personal comfort. Primarily, the purpose of most air conditioning installations is personal comfort. The small minority of cases serve some processing or industrial purpose and comprise a special class by themselves.

In business establishments, the success of air conditioning has been due to its promotion of personal comfort which has brought about more frequent visits from patrons, larger individual transactions and greater profits for the proprietor. The personal comfort of employees has likewise contributed to this positive attainment.

The habit of comfort at work and at play will surely be more and more rapidly extended to home surroundings until once more the home becomes what it was generations ago—the most comfortable environment available. The old phrase, "all the comforts of home," originated in a past when the home was in very truth more comfortable and fitted with more conveniences than the store, the mill, or the meeting house. A topsy-turvy advance of civilization temporarily reversed these conditions and for the past few years it has been true that man's working quarters were, on the average, more comfortable than his living quarters. Many people have worked in rooms heated from a central plant, ventilated with filtered air and frequently cooled in summer, while in their homes they have enjoyed only the limited advantages of the space heater, the open window and the "buzz" fan. In the long run, one is entitled to play and to rest as comfortably as he works and the trend to modernization of living quarters has brought with it a strong disposition to carry over the comforts of proper temperature and clean air from working time into the balance of the twenty-four hours. That is a natural and wholesome trend and its constructiveness has been foreseen by at least one company in the air conditioning business whose line of equipment has been based first and foremost in residential or "domestic" requirements.

Remember that residences range all the way from the humble cottage to the stately mansion and that a truly well-balanced program of air conditioning

must make provision for the extremes as well as for the intermediate grades.

Conditioned air is controlled as to temperature, cleanliness and humidity in winter as well as summer and the balanced program must include provision for heating, cooling, drying or moistening, as the season demands, and continuously for filtering or cleaning and for freshening or ventilation. The apparatus may be simple or elaborate, the control system manual or highly automatic, but the residence that is built today without provision for one of the elements of air conditioning, for example, let us say heating, installed in such form and type that it may by expansion of parts and functions become a true and complete air conditioning system, is already obsolete. The fact that it is new does not save it. It must be modern in the sense that it may be made complete and automatic by expansion and addition rather than by substitution.

The device that heats but does not ventilate is already an antique, even though fresh from the factory. The device that cools but does not dehumidify is but a step, and that the shortest step, toward summer comfort.

These ideas and ideals have not yet received universal acceptance, it is true, but the trend toward it is so marked and rapid that there is no longer room for doubt that the dwelling which does not contain provision for ultimate air conditioning is already second class.

The necessary minimum requirements for modernity in this respect are so simple and so easily attainable by a little forethought that it seems strange that anyone should disregard them.

Fundamentally, to be truly modern in any continuing sense, a home must be capable of becoming fully air conditioned. If not provided at the time of construction, the architect, engineer and owner who recognize and plan such a future for the homes they create will plan truly for the future of highest comfort and attainment.

(Continued on Page 19)

Air Conditioning makes year-round comfort a pre-requisite for the modern residence



Perfection-Aire Unit Proves Popular

By ROBERT L. HUMPHRIES
General Sales Manager

BUSINESS and professional men realize, that in order to keep in step with rapidly changing conditions and in order to get their share of business and profits, air-conditioning is becoming necessary.

During the past few years air-conditioning has developed to the stage where it is giving merchants that much needed relief from the dreaded hot weather



The Home of Perfection-Aire in Dallas

slump in business. It is not possible and practical for every business and professional man to have air-conditioning. The development and perfection of the one-ton room conditioner brings air-conditioning into the price field in reach of the average business man and small shop owner.

It is no longer necessary for the small shop owner to jeopardize the major part of his investment in air-conditioning caused by moving to a new location. The Perfection-Aire is a portable air conditioner which makes it possible for the small shop owner to get the full return on his investment as the units can be moved and reinstalled at a minimum expense.

The Perfection-Aire Corporation of Dallas has contributed to the industry the Perfection-Aire room conditioner. This unit requires no more attention than the electric refrigerator. It cleans, cools, dehumidifies and circulates clean fresh air into the room at low velocity. The comfortable temperature is not always the healthful temperature. Perfection-Aire has been designed especially to meet this essential requirement. The idea that in the summer time the temperature should be reduced to 72 degrees is incorrect. Healthful comfort is not so much a reduction of the sensible heat as it is a reduction in the latent heat, otherwise, hu-

(Continued on Page 19)

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AND

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- Comfort Control Panel
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*Give you New Enthusiasm
 for WORK this Summer*

Increase your employee efficiency—

Reduce the hazard of ill health—

Enjoy and profit by cool, healthful comfort . . . with a
PERFECTION-AIRE ROOM CONDITIONER

*Cleans, Cools, Dehumidifies
 Circulates, Clean, Fresh Air*

Self contained unit. Beautiful walnut cabinet. Simple window connection. Plug into electrical outlet, and in a few seconds, cool, healthful comfort.

See Your Local Dealer
 For Information

PERFECTION-AIRE CORP.
 Manufacturers
 DALLAS, TEXAS



Carrier Offers New Package-Type Conditioner

A new Carrier development in low cost, self-contained package type air conditioning was placed on display recently by the Carrier-Bock Corporation of Dallas, local distributors for the Carrier Corporation of Syracuse, N. Y.

Tested all last year in actual operation, the units are on display from 8:30 a. m. to 5 p. m. at the local show rooms of the Dallas office. The units, which come in two sizes, are suitable for stores, shops and offices and cut costs one-third below that of Carrier-installed equipment of the same air conditioning capacity.

I. I. Bock said these air conditioners were Carrier's "latest answer" to the demand for low cost, package air conditioning. He pointed out that Carrier engineers pioneered in this type of unit in 1932 with equipment capable of furnishing cooling equivalent to that given off daily by nine-tenths of a ton of melting ice. The new units give off cooling equivalent to three and five tons of ice.

Illustrating the rapid advancement in six years, Mr. Bock said that although the units were of much larger capacity than the 1932 air conditioner, the three-ton unit takes up less floor space and the five-ton unit only one square foot more.

"The three-ton cabinet takes only 4½ square feet and the five-ton, six square feet of space or the equivalent of two ordinary office chairs," Mr. Bock explained. "The mechanism is completely contained within 37 cubic feet and 49 cubic feet respectively.

The water-cooled units require only three simple connections and can be installed within a few hours. The three-ton unit delivers 1,100 cubic feet of air per minute and the five-ton 1,460.

An outstanding feature of the new air conditioning line is the adaptable Carrier outlets and louvers for selective air delivery to suit requirements. With these new outlets, air can be discharged to the entire interior from front, back, either side, upward, downward, concentrated or spread. Thus the unit can be placed wherever space is available.

Other features include complete insulation against sound by mounting moving parts in rubber; dynamically balanced compressor to eliminate "whipping" or vibration; a styled cabinet finished in walnut, satin gloss; rust-proof condensate drip pan; selector and thermostat dials on cabinet front at eye level for both manual and automatic temperature regulation; vibrationless fans; controlled mixture of outside and room air by large area return grille with adjustable louvers; leak-proof connections; and a non-clogging strainer to keep refrigerant clean. The units work on any type circuit.

PERFECTION-AIRE

(Continued from Page 17)

midity. It is because Perfection-Aire provides not more than 12 to 15 degrees temperature reduction with relative humidity of 45 per cent that it provides the healthful and comfortable condition necessary.

Although the new Perfection-Aire room conditioner employs the principle of water cooling to obtain ultimate efficiency, no plumbing connections are needed. The unit is housed in a polished walnut cabinet which glides on smooth rolling casters, for use any where. This unit is self-contained and after a simple adjustment of the window fittings, plugs into a 110-120 volt electric outlet and it is ready to bring cool delightful comfort for only a few cents per day.

Business men of the Southwest are invited to visit the Perfection-Aire factory at Elm and Houston streets in Dallas, for a demonstration of the new Perfection-Aire room conditioner.

PERSONAL COMFORT

(Continued from Page 16)

Those who so plan will look about them to make sure that the apparatus they employ or propose to employ later has been developed with a uniformity of design and purpose. They will see to it that the heating or cooling elements they select for initial installation are so designed and built that other complementary elements may later be added and absorbed into a harmonious, efficient and economical whole.

No football team selected on the basis of a star from here and a star from there, each playing a game of his own, could conceivably be as effective as a team composed of stars whose selection and training were made according to the type of game they were to play. It is equally true of a collection of mechanical and electrical units that those which were selected (that is, designed) and trained (that is, built) according to a well rounded plan of ultimate operation will be the most efficient and the most dependable.

Then, and only then, will you have that type of system and service that will be a continuous and economical satisfaction and will truly round out "All the comforts of home."

New Retail Store Building

S. T. Brin, owner, is erecting a new retail store building at Greenville Avenue and Bell Street. The building will contain seven stores, and its modern design is to be extended for the entire length of the block in which the new structure is located.



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**OFFICE FURNITURE
AND EQUIPMENT**
PHONE 7-8585
STEWART
OFFICE SUPPLY COMPANY
1521-23 COMMERCE STREET DALLAS

FOR "COMERS" IN BUSINESS



● Keep out of summer slumps in brain work. Stay bright in an office that's filled with fresh, clean air, cooled by a Carrier Portable Air Conditioner. Can be wheeled in and plugged into a light socket. Needs no plumbing connections. In a few hours your office is the coolest place in town. Call us up now. Find out how little it costs to be mentally alert all summer long.

CARRIER-BOCK CORPORATION

2022 BRYAN STREET

DALLAS

TELEPHONE 2-7741

Hotel Boosts Profits With Air Conditioning

"GIVE 'em value, and you get volume," says Ralph Hitz, president of the National Hotel Management Company, Inc., when speaking of the hotel guests.

In the Adolphus Hotel of Dallas, operated by the Hotel Management Company, Inc., guest room air conditioning is part of the value that this alert hotel management gives its patrons. In 1936, the Adolphus reached 80%, or virtual capacity. Operating profit was up 178%. That was the best year since 'way back in the pre-depression days of 1924.

The Adolphus Hotel is the famous flagship of the Busch Interests of St. Louis. It bears the name of Adolphus Busch, one of the founders of the Annheuser-Busch. A New York banker convinced Mr. Hitz that he should extend the operations of the National Hotel Management Company to include the Adolphus. Hitz was serving with outstanding success hotels such as the New Yorker, the Netherland Plaza at Cincinnati, the Book-

Cadillac in Detroit, and the Congress at Chicago.

When the Hitz organization stepped in, things began to happen. Part of the hum was created by the C. Wallace Plumbing Company's workmen busily installing guest room air conditioning.

Between 250 and 300 rooms in the annex section of the Adolphus Hotel are completely air conditioned. Among these rooms are the Governor's and the Presidential suites. All rooms from the eighth to the fourteenth floors are included in the system.

This section of the building is built around an open court so that it resembles a large "U". Conveniently located at the base of each leg of the "U" are small rooms that were formerly used for the storage of towels, sheets, and other linen. The engineer forced the chambermaid to move out so that he could move air conditioning equipment in. One Trane large commercial floor type air conditioner was placed in each of the sixteen rooms on the

eight floors. Duct work is so arranged that the result is typical zoned air conditioning. Each leg of the "U" is divided into east and west zones. A pneumatically-operated damper routes the conditioned air from each air conditioner to that zone where it is most needed. The entire load is taken care of in this way as it varies during the course of the sun's journey across the sky.

The small rooms in which the units are located act as plenum chambers into which recirculated air from the corridor passes through filters in a louvered opening built into the wall. Fresh air is drawn from the outside through duct work into the plenum chamber.

One-third outside air is mixed with two-thirds recirculated air and is then pulled into the air conditioning unit. Drawn by the large squirrel-cage type blower fans at the top of the unit, the air passes over the Trane extended surface coils mounted in the unit. The first coil is the cooling that circulates 42°



YORK ICE MACHINERY CORPORATION

DALLAS BRANCH: 2006 CEDAR SPRINGS, PHONE 7-1308

YORK AIR CONDITIONING

AGAIN SELECTED FOR YEAR'S IMPORTANT PROJECTS

YORK has specialized in air conditioning and refrigerations for years. The following are installations in which York equipment is used:

Baker Hotel	Mercantile National Bank
Adolphus Hotel	Neiman-Marcus
Lerner's Store	Dallas Power & Light Co.
Gulf States Building	Sears, Roebuck & Co.
First National Bank	F. W. Woolworth Co.

The largest single installation of refrigeration for air conditioning in the world

U. S. Capitol
U. S. Senate Office Bldg.
U. S. (Old) House Office Bldg.
U. S. (New) House Office Bldg.

Capacity 4,800 Tons 6,000 H. P.
The Ultimate Plant 7,200 Tons 9,000 H. P.

YORK

HEADQUARTERS FOR
MECHANICAL COOLING SINCE 1885

Texas Branches: Houston, San Antonio, Dallas

chilled water. Four of the units utilize six rows of tubes for effective cooling, while the remaining accomplish their job with four rows of tubes.

The second coil is the Trane extended surface coil for heating that circulated steam to furnish the necessary heat to the various rooms.

Thoroughly "Traned," the air is forced into ducts whose outlets are in the various rooms. Duct work is concealed in the furred-in ceiling above the hall. Special grilles are located at the ceiling line, one to each room.

It requires 640 gallons per minute of cold water to maintain comfortable tem-



The Hotel Adolphus

peratures of 78° inside the rooms when the sun outdoors is shooting the mercury up to fever heat.

The Trane coils circulating cold water are also used in stimulating the jaded appetite of those who enter the hotel's coffee shop.

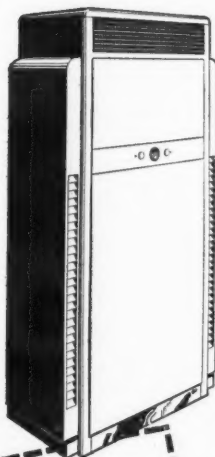
Nobody realizes any better than the National Hotel Management Company that the guest who is benefiting by all the extra value given him at the Adolphus Hotel is making a mental entry in the notebook of his mind, "Tell your friends to stay at the Adolphus when in Dallas." That explains the success of Mr. Hitz

NOW

AIR CONDITION

Your Store or Office

OVERNIGHT



needs as
little as
21 x 36
inches of
floor space

Yorkaire
350-475

WITH

Yorkaire

LOW-COST METHOD

you get: Low cost and operating economy. Conditioned-air discharge above head-level, therefore no drafts. The benefit of directing air-flow up, down and from side to side as you wish. Operation on either AC or DC current. Telephone us NOW for price

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Air Conditioning
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DALLAS AIR CONDITIONING CO., INC.

Distributors

Phone 3-2154 — DALLAS, TEXAS — 3500 Commerce Street

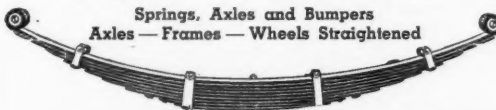
YORK *Headquarters for Mechanical Cooling since 1885*
AIR CONDITIONING  **REFRIGERATION**

A SPRING BIRD'S SONG IS:

"Always Weaver for Me"

Spring and Bumper Service Station

Springs, Axles and Bumpers
Axles — Frames — Wheels Straightened



**BRAKE
SERVICE**

WEAVER SPRING & BUMPER WORKS

One of the Largest in the United States

402 NORTH PEARL

A Dallas Institution

7-8566

Six Reasons Why Air Conditioning Is



Above: WALGREEN'S DRUG STORE, 1631 Elm, is cooled directly by 4 individual coil units without use of ducts.



Above: TOWER GRILL, 1903 Elm, has a most effective air-conditioning system, using fan to circulate cooled air through the grilles located above the balcony at the rear.

Below: MODERNE BEAUTY SHOP, 5629 Sears, realizes the customer-attraction of ultra modern facilities for comfort as well as service.



April-May-June-July-August

Customers Appreciate the Cool, Fresh Comfortable Air During These Warm Months—Make the Summer Business

AIR CONDITIONING has, in the past few years, made greater strides than any other industry in its acceptance by Dallas business and industrial firms as a valuable asset and means to profit. The rapid multiplication of installations in various type of business quarters points to a future in which manufactured weather will be recognized as necessary to the successful operation of firms in this section.

Theaters have pioneered in the installations of air conditioning in Dallas and elsewhere. The recognition of the fact that comfort and relief from heat and humidity would hold summer business and even increase it in many cases over the winter peak, has promoted installations to more than twenty-five theaters in Dallas alone. Air conditioning in theaters has contributed to healthful conditions by circulating fresh, filtered air as well as in keeping the temperature and humidity down to an acceptable level.

Restaurants, hotels, dining rooms, beauty shops, practically all kinds of business houses, are following the theaters in the acceptance of this business builder, very naturally. It did not take the astute business man long to realize that not only would customers prefer to patronize a comfortably cool eating place, but that once inside spirits revived and appetites increased. Moreover, the cool, dry air provided in an air conditioned restaurant or coffee shop keeps the food from wilting unattractively as soon as it is brought in. Today the proprietors of cafes and hotel dining rooms and coffee shops are reaping the profits of conditioned air in better business.

Volk Bros. Company was a pioneer in the provision of air in retail stores, not only in Dallas, but in the South. Officials of this organization believed that they could attract more customers to a store with the cool, clean dry air of comfort throughout the worst summer days. They believed their customers would be in a better frame of mind to be pleased with the merchandise shown, if they were comfortable, and more willing to try on clothes. They found all these things to be true, and that their employees were more efficient and their merchandise kept fresher with air conditioned comfort. Not only clothing stores, but other retail stores, have recognized the higher attraction, greater efficiency and increased sales which air condi-

g Installations Show Increase in Dallas

July-August-September

Fresh Comfort Afforded by Conditioned
Make them Profitable Ones and Avoid
Business Slump.

tioning can bring. Dallas has dozens of retail stores and many additional sales rooms this spring where air conditioning is bringing in profits.

The higher efficiency of workers and the greater attraction to customers when conditioned air fosters comfort and energy have resulted in air conditioning installations in many general and private offices for Dallas' business men and women. In addition, office buildings are being completely air conditioned as an attraction to tenants.

Comfort keeps minds alert and bodies in condition for good work in many directors' rooms which are air conditioned as well as in many industrial plants comprising Dallas' industry. Dallas men and women now are afforded the choice of several barber and beauty shops where they may enjoy the health and comfort of conditioned air.

Meetings may be held in comfort in either of several auditoriums here. And these fortunate men and women who enjoy conditioned air in their business quarters may find a home that is similarly equipped for their health and comfort in any one of Dallas' newly air conditioned apartment buildings.

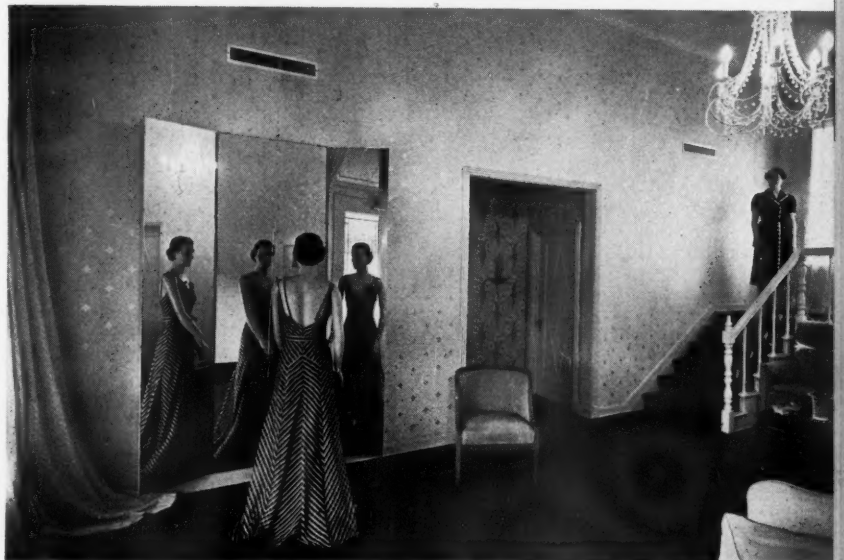
The majority of these installations for profit through better health, increased comfort and efficiency have been made in the past two or three years. The alert business men were quick to recognize the advantage demonstrated by the earliest installations. It is indicated as a result that only those businesses and industries which keep up with their competitors in modern equipment will keep up with them in financial profit.

You owe it to yourself as well as to your business to work in cool, dry, circulating air—where vigorous thinking is possible—where bodily comfort will give increased energy.

Business men who should wear their coats and keep their ties tied, will look as smart in the summer as in the winter. Executives in addition to increasing their comfort, will impress clients with the modernness of their equipment. The annoying street noises and city prime can be eliminated in the office, for the air conditioning provides comfort while windows remain closed.



Above: DREYFUSS & SON, 1701 Main Street, has air conditioned their entire store.



Above: MARIE LEAVELL DRESS SHOP in Highland Park Shopping Village has provided a perfectly comfortable air conditioning.

Below: GEO. M. STUART, FLORIST, at 1422 Commerce Street, finds fresh conditioned air of great value in the preservation of flowers, during winter as well as summer.



DALLAS - Fourth Largest Life In

"What Life Insurance Companies Have

By E. P. GREENWOOD, President, Great Southern Life Insurance



E. P. GREENWOOD

DEALING with the above subject is both easy and difficult. It is easy in the sense that practically all of the readers of *Southwest Business*, which is the official publication of the Dallas Chamber of Commerce, know what Life Insurance has meant to Dallas; they only need to be reminded of it.

The subject is difficult in the sense that to be accurate with respect to all of the benefits which have been derived in the City of Dallas from Life Insurance and Life Insurance organizations

would require a great deal of research and investigation; and even then, all benefits and information could not be ascertained.

It must, therefore, be assumed at the outset that statistics which could be dealt with herein have never been definitely kept, and it would be almost humanly impossible for anyone or any organization to have or keep a perfect record. There is, however, certain general information which affords a broad knowledge of the multitude of benefactions and evidences of commercial progress attributable, in a large measure, to the activities, the organization, the incomes, and the disbursements of Life Insurance as applied to the City of Dallas and its trade territory.

Dealing mainly with Texas Companies domiciled in, and having their business headquarters in the City of Dallas, we find they have constructed twelve important office buildings, housing many thousands of people and furnishing office space to multiplied numbers of professional and business organizations which use Dallas as their headquarters for the distribution of whatever products or lines of endeavor in which they are engaged. It is estimated that these building structures have within themselves amounted to \$6,000,000.00, but the actual investment in these properties is only the beginning of the good which such investments have wrought for Dallas.

The location of these buildings; what they have added to the skyline of Dallas; the majestic appearance they have presented; the increased valuation of other properties; have meant an indescribable and inestimable benefit to our City.

The contributions which these companies and their properties have made to the taxation necessary to maintain our City, County and State Governments aggregate an immense amount. The contributions which they have made to civic and social enterprises of the City are too large to be ignored when we come to give consideration to all that Life Insurance has meant to Dallas.

Employment to builders and contractors of all kinds; those who look after upkeep of properties—janitors, paperhangers, painters, Fire and Casualty Insurance organizations—have all reaped their share of the benefits of these great and numerous



BELIEVERS IN DALLAS

SOUTHWESTERN LIFE INSURANCE COMPANY
SOUTHLAND LIFE INSURANCE COMPANY
FIDELITY UNION LIFE INSURANCE COMPANY
GULF INSURANCE COMPANY
EMPLOYERS CASUALTY COMPANY
BAYLOR UNIVERSITY AND HOSPITAL
BUTLER BROTHERS
DALLAS RAILWAY & TERMINAL COMPANY
UNITED FIDELITY LIFE INSURANCE CO.
FLEMING & SONS PAPER MILLS
HOTEL WHITMORE
JEFFERSON HOTEL
LIBERTY STATE BANK
REPUBLIC NATIONAL BANK
THE SCHOELLKOPF COMPANY
THE TEXACONE COMPANY

Insurance Center

Done for Dallas"

Company

structures built with Life Insurance money of our own State, and particularly of our own City of Dallas.

In weighing this thought we should not overlook the fact that other important buildings of our City, although not owned by our Life Insurance Companies, have been financed by them. If we should stop to count the magnificent churches, mercantile buildings, beautiful homes, and other worthwhile and useful structures which have been built with funds of our Life Insurance Companies the list would be so long as to be tiresome. I shall not undertake to point out the thousands of properties in our City which have been financed with the money of our Life Insurance Companies; neither shall I undertake to point out by number the thousands of employees, because they are too numerous to count. Our companies have also done a liberal part toward the absorption of our Municipal Bonds, thus helping to carry on the growth and development of our City.

There are other forms of financial aid derived from Insurance money. The banking industry of our City has had its share of the deposits or the benefits inuring from Life Insurance Companies.

The oldest of our Texas Companies was started approximately thirty years ago. Millions of dollars have been paid to Dallas citizens and families since this time. Only this last year a total of \$4,160,000.00 was paid out. This amounts to \$11,397.26 per day, or \$474.89 an hour and \$7.92 per minute.

These payments have been made in the form of death claims, loans on policies, and matured policies; and the most of this money made its way into the banks, and into the hands and the business of creditors. It has paid off mortgages, lifted bank notes, and built homes for those who might not otherwise have had them.

Life Insurance, within our City and County, as elsewhere, has played its part in the moral and social uplift of our people. It has furnished education to thousands and thousands of children who might not otherwise have been so privileged. It has been the Sinking Fund for the proverbial "Rainy Day," to meet the needs of unforeseen misfortunes of humanity in more ways than space will permit it to be mentioned.

The proceeds of Life Insurance policies cannot be confined, or their ramifications described; they flow in to the banks, the doctors, the grocerymen, the dry goods merchant, the contracting firms, and everywhere, here and there, by indescribable sources. They play their part in the whole welfare of our community, from top to bottom.

The millions upon millions of dollars which our companies have brought to Dallas in the form of premium payments for Life Insurance cannot be accurately calculated, but the sum total over a period of twenty-five to thirty years, since our Texas Companies began, has been enormous; and that same vast sum of money has not been "bottled up" or held dormant



TIME TO THINK ABOUT LIFE INSURANCE

—it has been distributed through all of the avenues of life—business, social and religious.

While elaborating specifically upon what our Texas Life Insurance Companies have meant to our community it would be unfair to fail to mention what other Life Insurance Companies, domiciled in other states, have done for us. Many of them have their branch offices situated in our City; they, too, furnish employment; they also make loans to our people, and pay death benefits and other benefits to the citizens of Dallas and its territory. They occupy space in our office buildings; transact business with our banks; and contribute to our civic and social welfare either directly or through their resident general agents. For all of these things they deserve a fair share of the credit.

Now, let us come to a somewhat astounding fact—and yet it is a fact, that Dallas, Texas, is regarded as the fourth largest Insurance center in the United States, twenty-four companies having their Home Offices located here. We are not the only center; the other states have Insurance centers. We are not the only city in Texas which can claim the Home Offices of important Life Insurance Companies, doing their part in the upbuilding of the respective cities in which they are domiciled, as well as the state at large. It so happens that a Life Insurance Company is not entirely a local institution; all of them do a more or less country-wide business, and in that sense they become state-wide institutions, and many of them nation-wide institutions; so Dallas cannot be selfish in the thought that it and its companies are handing out all of the benefits of Life Insurance to Dallas, Dallas County, the Dallas trade territory, or to our State. Dallas citizens are proud, and have a right to be proud, that their City is one of the principal centers of this financial and benevolent institution of business which we call the *Institution of Life Insurance*.

Life Underwriters Set Professional Standards

By RICKS STRONG

THE American College of Life Underwriters was created through the co-operation of the National Association of Life Underwriters and Wharton School of Commerce.

Its objectives are:

1. To establish an educational standard for the profession of life underwriters which will comprise (a) all the general fields of knowledge with which an underwriter should be acquainted in order to understand life insurance as a functioning institution in a world filled with economic, social and political problems which it can help to solve, and (b) all the specific fields of knowledge essential to the rendering of expert advice and service to the insuring public.

2. To encourage and foster the training of students in educational institutions for the career of professional life underwriter. To this end the college stands prepared to co-operate in every way possible with universities and colleges which are contemplating the introduction of a complete insurance course. The college does not conduct educational courses itself, believing that the work of instruction can best be given by the institutions already in existence, just as has been the case in the field of accounting.

3. To co-operate with universities and colleges in general life insurance education for laymen, since the subject is considered fundamentally important and well worthy of incorporation into a business school's curriculum.

4. To award to properly qualified life underwriters a professional recognition.

The significance of the C.L.U. designation, briefly, may be explained in this manner:

1. Life underwriting as a profession: If practiced as it should be, life underwriting meets all the requirements of the professional concept. As a calling, it is so fundamentally useful to society and so inherently noble in its purpose as to inspire sufficient enthusiasm on the part of the practitioner to make it his full-time life's work. It also involves a deep science and in its practice an expert knowledge of that science. Life underwriters can be of inestimable service to clients by way of counsel and guardianship. All of the numerous services of life insurance are protective in character in the sense that

we are enabled to treat our life values scientifically and thus convert the most intangible and indefinite elements in our economic affairs into tangible and definite propositions. Life underwriting is a vocation requiring the proper application of ideas. The practitioner needs to be well informed if he is to be worthy of the institution that he represents. The life underwriter should be essentially a teacher of ideas, and, like other teachers, should know thoroughly the subject matter that he presumes to impart to others.

2. Professional nature of C.L.U. standards: Since life underwriting is essentially a vocation of ideas and expert knowledge, it is a service of a high order. But service is more than mere honesty, service means honesty plus knowledge, and the knowledge aspect is being recognized more and more by the intelligent public. Moreover, the public is becoming increasingly intelligent with respect to life insurance needs and the character of life insurance service.

The day is passing when the life insurance agent is content to know only the technique and psychology of salesmanship, to rely solely on motivation of his prospects by subtle appeals to their emotions and instincts, and to depend alone on selling methods for his success. In their stead he is stressing the intelligent analysis of human problems and the extending of professional services of a high order. The principles and psychology of selling are not to be ignored but are to be coupled to a broad and sound business training and to ideals of service for social welfare rather than immediate pecuniary gain.

In order to receive the Chartered Life Underwriter (C.L.U.) degree the life insurance agent must have a broad business education—including economics, government, sociology, inheritance taxation, commercial and insurance law, law of wills, trusts and estates, corporation finance, banking and credit, and investments—in addition to a life insurance training.

The American College of Life Underwriters conducts examinations in these fields annually. The agent presenting himself for examination after making the required registration and preparations is privileged to take the examinations in installments.

The minimum educational background is graduation from a standard high school

and three years of successful life insurance experience. The three years experience is usually accumulated during the time the agent is preparing for and taking the examinations. This experience is in a sense an internship that must be served before the agent receives his professional designation.

The C.L.U. degree does more than denote that the holder of it has attained to certain academic standards by passing his series of examinations. Primarily, it serves to indicate that the underwriter has spent time and effort in preparing himself to render a high type of service to the public and will continue to merit the confidence of the public by keeping abreast of the times.

The American College of Life Underwriters was founded in 1927. There are today approximately 1,250 Chartered Life Underwriters in the United States, 25 in Texas and 10 in Dallas. More than a thousand other agents have taken one or more of the examinations.

The C.L.U. movement naturally had a slow, laborious beginning but from the rapidity with which the life insurance agents are entering the field in preparation the time is not far distant when there will perhaps be a sufficient number of C.L.U.'s to adequately serve the insurance buying public. At that time any person in need of insurance will be able to procure the assistance of an underwriter who is thoroughly qualified to render them the utmost possible service in building an insurance estate.

In addition to the degree of Chartered Life Underwriter, the American College of Life Underwriters offers two years of post graduate work in Life Insurance Agency Management. This scope of service was instituted in 1932. Since that time 50 C.L.U.'s have been awarded the designation of Life Insurance Agency Management. Of this number two are in Texas. This phase of education offers to general agents and managers (who are already C.L.U.'s) an opportunity to prepare themselves properly for the induction, teaching and training of life insurance agents.

The C.L.U. work in Dallas is conducted in a night school to which all eligible

(Continued on Page 55)

SERVANT OF THE PEOPLE

(Continued from Page 15)

a debt to be redeemed by future generations.

It is a source of magnificent inspiration, in my opinion, that this present generation of Americans, out of their savings and their sacrifice, have built this tremendous trust fund of 26½ billions of dollars as an endowment from this generation to the next. Building together what none can sever—bridges from man to man.

American Agency System

There is one other phase of the institution of life insurance to which I would like to refer.

It was not enough for the pioneers in this industry to take over from its originators in England the principle of legal premium life insurance. It was not enough to make available a sound institution for this useful service to the people of the United States. The institution could be useful only to the extent that people learned to use it, and actually did use it. Its value had to be made known. The public sense had to be quickened to the application for which the institution was designed. Men had to learn of the comfort they would enjoy, the sense of satisfaction to be achieved, from the assurance that they had made definite and dependable provision for the future welfare of their families. We may well be thankful, therefore, that our early leaders foresaw the necessity of establishing in connection with the life insurance institution what has come to be known as the great American agency system. This system, functioning along lines which have never developed in other countries, is one of the essential foundations of the magnificent structure of protection which has had so profound an influence upon the social and economic life of the Nation. Our early leaders had the foresight to see that only through aggressive personal salesmanship could life insurance fulfill its manifest destiny. America did not originate the life insurance idea, but it was in this country that we have developed what has been recognized throughout the world as the American agency system. Without the agency system, America could not have been "informed" of the services life insurance was prepared to render.

Developments during very recent years have brought about a very distinct change in the character and qualification of the life insurance agent. I present to you a new picture—a picture of one who is fast becoming, in very truth, a social engineer.

(Continued on Page 39)

F & W Grand Silver Stores

Visit our completely air-conditioned store . . . Be comfortable while shopping.

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Buffalo Engineering Co., Inc.

GEO. W. THORNTON, Gen. Mgr.

Southwestern Distributors for

BUFFALO WASHED AIR SYSTEMS

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of the United States

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Great National Life Insurance Company

Time To Think of Life Insurance

Great National Life Building

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Telephone 7-8861

Dallas, Texas

THE closer an Insurance Company is to its policyholders, not only geographically but also from the standpoint of understanding their problems and the conditions under which they live, the better and more satisfactorily can it serve them.

The Fidelity Union Life Insurance Company is a Texas institution from its very inception. It was built by Texans around the ideal of giving efficient, helpful service to the people of

Texas. The faithfulness with which the Fidelity Union has adhered to that ideal is reflected in the sound and rapid growth of the company itself and in the unusual and gratifying relations it has always enjoyed with its policyholders.



FIDELITY UNION
Life Insurance Company

DALLAS, TEXAS

STOCK COMPANY
OLD LINE LEGAL RESERVE

RIO GRANDE

National Life Insurance Company

1221-30 Liberty Bank Building

DALLAS, TEXAS

Writes Industrial and Ordinary Life Insurance

R. W. Baxter, Pres. Operates in Texas Only



DENNIS G. COLWELL, Manager
Midland Life Insurance Company

Thank You, Dallas

Thank you for the splendid recognition given the Midland Life Insurance Company, placing this agency on the top in sales for the year 1937.

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Life Insurance... Second Biggest Industry

By ISADORE SEGALL

President, Dallas Life Underwriters

PRESIDENT ROOSEVELT is quoted as saying "No matter who he may be, nor how he may be related to organized society, every normal individual has had thrust upon him a certain social obligation. Certain expectations on the part of his fellows have been formulated in advance of his entry; and all thrift is, in its final analysis, an effort to meet those expectations and fulfill those social obligations. Life insurance enables him to do that to the fullest and with the greatest ease and certainty."

Could a statement be more comprehensive? As we all know life insurance is the one thing that we all need, and the last thing we will buy; unless an underwriter, representing one of the many old line legal reserve life insurance companies operating in our state, comes to your office or home, and presents a plan that is best suited for your needs.

The life insurance underwriter is in the same category as your lawyer, your doctor or your minister. He, of a necessity, must know many things about your family, your finances and your personal affairs. Never will any of your confidences be violated.

Life insurance is big business in America today. It is said to be the "best sold idea in America." In fact there are some 65 million separate contracts outstanding in the United States and from the viewpoint of money invested, it is the second largest industry in the United States.

The week of May 9 to 14, inclusive is known as the "Annual Message of Life Insurance to the Public" and in every newspaper nationally will be brought to the attention of the American public information of vast value about the advantages of talking with your insurance underwriter about your problems as they relate to life insurance already in force and the necessity of additional coverage for specific needs.

Some one has pointed out that our life on this earth, in comparison with time, is very brief. We come to realize that there is much to do and little time in which to do it. Men die with plans uncompleted, and many others are prevented by physical impairment from working out their plans. Life insurance, therefore, has become a great reliance, for it underwrites a man's

future—his greatest gamble. He can have the highest ambitions, the best intentions, and lay what he considers fool-proof plans, but death can destroy them with one stroke. Unless he is unusually wealthy, he MUST rely upon life insurance.

Give your life insurance underwriter the opportunity to properly program your insurance needs, and think of him as the man who is helping to make your hopes and dreams come true.

SALES MANAGEMENT

(Continued from Page 7)

ica's fourteenth greatest distribution center from the standpoint of volume.

On the same basis, *Sales Management* gave Houston a 1937 volume of wholesale business amounting to \$473,587,000, apolis, Kansas City, Cincinnati, Dallas, Baltimore, New Orleans, Memphis, Buffalo, Houston and Milwaukee.

ranking nineteenth in the nation. The first 20 markets of the nation, in the order of *Sales Management's* ranking are New York, Chicago, Philadelphia, Boston, San Francisco, Detroit, Los Angeles, St. Louis, Pittsburgh, Cleveland, Minne-

Markets make great distribution centers, and markets are nothing more than population and buying power.

By listing the counties within a 100-mile radius, including only those counties wholly within the radius or the major portion of whose area falls within the radius, it is easy to determine from the survey the buying power of Dallas's primary market area.

Within the 100-mile radius from Dallas, 1937 retail sales (*Sales Management's* estimates) totaled \$497,304,000. Buying income within the 100-mile radius was placed at \$893,060,000—29.34 per cent of Texas' total effective buying income plus 1.34 per cent of the Oklahoma total.

On the same basis, 1937 retail sales within the 100-mile radius from Houston totaled \$334,408,000, and effective buying income was \$639,133,000.

Thus, within their respective 100-mile radii, Dallas showed retail sales totaling \$162,896,000 more than Houston's, and effective buying income totaling \$253,927,000 more than Houston's.

And it should be borne in mind that this 100-mile radius area is the primary

market for a distribution center. Dallas' great margins on the 100-mile radius totals demonstrate its dominance as a Southwestern distribution center serving the needs of retail merchants in that area.

Within the 200-mile radius Dallas is even more dominant as the Southwest's logical and most important distribution center.

In that area—the 400-mile-diameter circle of which Dallas is the center, 1937 retail sales are estimated by *Sales Management* at \$1,194,139,000, and effective buying income at \$2,091,633,000. The effective buying income within the 200-mile radius of Dallas is 48.98 per cent of the Texas total, plus 6.15 per cent of the Arkansas total, 13.63 per cent of the Louisiana total, and 50.07 per cent of the Oklahoma total.

For comparison, the 200-mile radius area from Houston showed 1937 retail sales totaling \$886,127,000 and effective buying income of \$1,583,742,000. In these comparative totals, the Dallas area has a margin of \$308,012,000 over Houston's in retail sales and \$507,891,000 in effective buying income.

Further analysis of *Sales Management's* survey in relation to Dallas as a distribution center shows that within the 100-mile radius from Dallas are concentrated 17.23 per cent of the Southwest's total (Texas, Oklahoma, Arkansas and Louisiana) 1937 retail sales and 17.17 per cent of the Southwest's total effective buying income; and that within the 200-mile radius from Dallas are concentrated 41.39 per cent of total retail sales in the Southwest in 1937, and 40.22 per cent of the total buying income.

Still further detailed analysis of *Sales Management's* figures for the Southwestern territory beyond the 200-mile radius from Dallas merely strengthens the city's advantages as a distribution center and its dominance over Houston in this respect.

Market Analysis Map

Sales executives and all other sales-minded business men should be able to make good use of the map which Southwest Business publishes on the following two pages.

This map of Dallas' primary market area—the 200-mile radius area—shows Sales Management's estimates on 1937 retail sales by counties. For geographical study, the map is excellent. For other reference purposes, a tabulation of the same figures from Sales Management's survey, by states and by counties alphabetically listed, is provided on either side of the map. You probably will want to preserve this information in your sales manual or files.

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January, 1937	November, 1937
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SOUTHLAND LIFE INSURANCE COMPANY

A. MORGAN DUKE, President

HOME OFFICE DALLAS

Buying Power in Dallas' Primary Market

This information is reproduced from the 1938 annual Buying Power Survey of Sales Management with the special written permission of the magazine's editors. Similar permission must be obtained for any other agency to reproduce or publish this copyrighted information.

Legend

This map shows the Southwestern counties within the 100-mile and 200-mile radius from Dallas. The 100-mile radius goes into Southern Oklahoma. The 200-mile radius takes in large areas in Oklahoma, Arkansas and Louisiana.

Sales Management's estimate on 1937 effective buying income is the top figure in each county. The bottom figure in each county is Sales Management's estimate on 1937 retail sales for the county.

All Figures are for Thousands of Dollars

Thus, the 297,042 top figure for Dallas County indicates a 1937 effective buying income of \$297,042,000; and the bottom figure indicates retail sales totaling \$168,764,000.

An alphabetical listing of counties by states is published below.

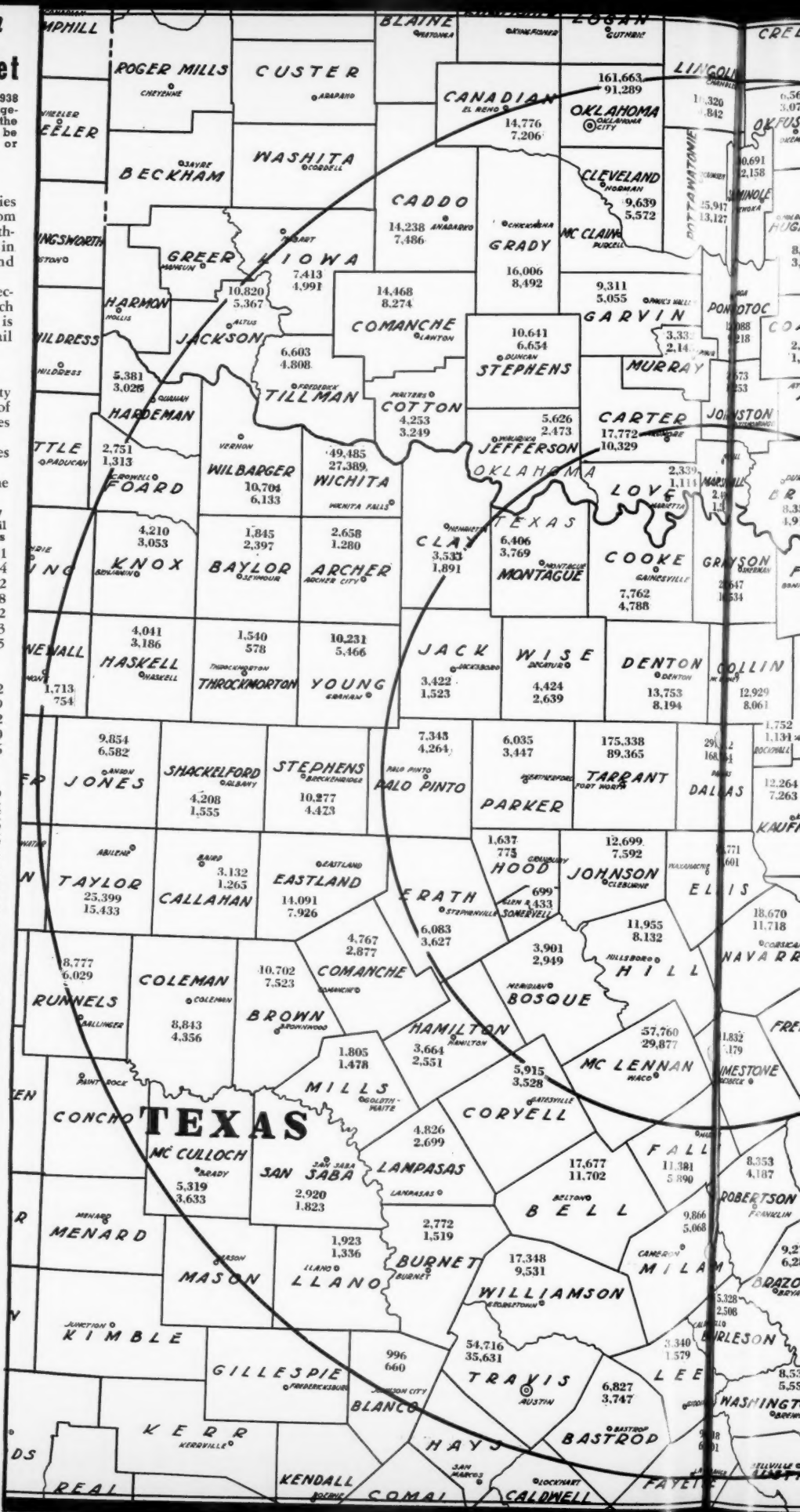
*Indicates counties which fall within the 100-mile radius from Dallas.

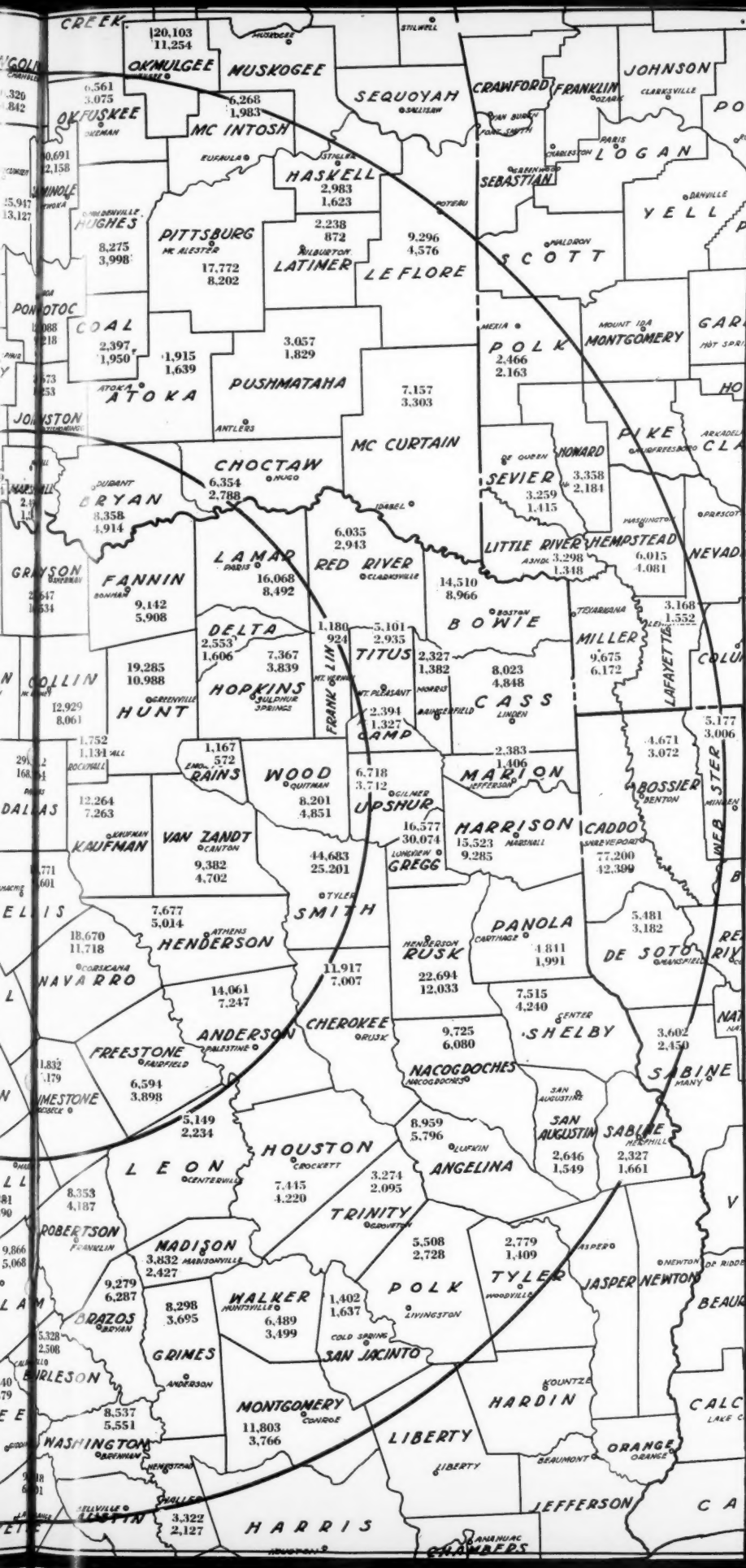
Arkansas	Effective Buying Income	1937 Retail Sales
Hempstead	6,015	4,081
Howard	3,358	2,184
Lafayette	3,168	1,552
Little River	3,298	1,348
Miller	9,675	6,172
Polk	2,466	2,163
Sevier	3,259	1,415

Louisiana	Effective Buying Income	1937 Retail Sales
Bossier	4,671	3,072
Caddo	77,200	42,399
DeSoto	5,481	3,182
Sabine	3,602	2,450
Webster	5,177	3,006

Oklahoma	Effective Buying Income	1937 Retail Sales
Atoka	1,915	1,639
Bryan*	8,358	4,914
Caddo	14,238	7,486
Canadian	14,776	7,206
Carter	17,772	10,329
Choctaw	6,354	2,788
Cleveland	9,639	5,572
Coal	2,397	1,950
Comanche	14,468	8,274
Cotton	4,253	3,249
Garvin	9,311	5,055
Grady	16,006	8,492
Haskell	2,983	1,623
Hughes	8,275	3,998
Jackson	10,820	5,367
Jefferson	5,626	2,473
Johnston	2,673	1,253
Kiowa	7,413	4,991
Latimer	2,238	872
LeFlore	9,296	4,576
Lincoln	10,320	4,842
Love*	2,339	1,114
McCurain	7,157	3,303
McIntosh	6,268	1,983
Marshall*	2,498	1,519
Murray	3,332	2,145
Okfuskee	6,561	3,075
Oklahoma	161,663	91,289
Oklmulgee	20,103	11,254
Pittsburg	17,772	8,202
Pontotoc	12,088	9,218
Pottawatomie	25,947	13,127
Pushmataha	3,057	1,829
Seminole	30,691	12,158
Stephens	10,641	6,654
Tillman	6,603	4,808

Texas	Effective Buying Income	1937 Retail Sales
Anderson*	14,061	7,247
Angelina	8,959	5,796
Archer	2,658	1,280
Bastrop	6,827	3,747
Baylor	1,845	2,397
Bell	17,667	11,702
Blanco	996	660
Bosque*	3,901	2,949
Bowie	14,510	8,966
Brazos	9,279	6,278





	Buying Income	Retail Sales
Brown	10,702	7,523
Burleson	5,328	2,508
Burnet	2,772	1,519
Callahan	3,132	1,265
Camp	2,394	1,327
Cass	8,023	4,848
Cherokee	11,917	7,007
Clay	3,533	1,891
Coleman	8,843	4,356
Collin*	12,929	8,061
Comanche	4,767	2,877
Cooke*	7,762	4,788
Coryell	5,915	3,528
Dallas *	297,042	168,764
Delta*	2,553	1,606
Denton*	13,753	8,194
Eastland	14,091	7,926
Ellis*	18,771	9,601
Erath*	6,083	3,627
Falls*	11,381	5,890
Fannin*	9,142	5,908
Fayette	9,518	6,101
Foard	2,751	1,313
Franklin*	1,180	924
Freestone*	6,594	3,898
Grayson*	28,647	16,534
Gregg	16,577	30,074
Grimes	8,298	3,695
Hamilton	3,664	2,551
Hardeman	5,381	3,025
Harrison	15,523	9,285
Haskell	4,041	3,186
Henderson*	7,677	5,014
Hill*	11,955	8,132
Hood*	1,637	775
Hopkins	7,367	3,839
Houston	7,445	4,220
Hunt*	19,285	10,988
Jack*	3,422	1,523
Johnson*	12,699	7,592
Jones	9,854	6,582
Kaufman*	12,264	7,263
Knox	4,210	3,053
Lamar*	16,068	8,492
Lampasas	4,826	2,699
Lee	3,340	1,579
Leon	5,149	2,234
Limestone*	11,832	6,179
Llano	1,923	1,336
McLennan*	57,760	29,877
McCulloch	5,319	3,663
Madison	3,832	2,427
Marion	2,383	1,406
Milam	9,866	5,068
Mills	1,805	1,478
Montague*	6,406	3,769
Montgomery	11,803	3,766
Morris	2,327	1,382
Nacogdoches	9,725	6,080
Navarro*	18,670	11,718
Palo Pinto*	7,343	4,264
Panola	4,841	1,991
Parker*	6,035	3,447
Polk	5,508	2,728
Rains*	1,167	572
Red River	6,035	2,943
Robertson	8,353	4,187
Rockwall*	1,752	1,131
Runnels	8,777	6,029
Rusk	22,694	12,033
Sabine	2,327	1,661
San Augustine	2,646	1,549
San Jacinto	1,402	1,637
San Saba	2,920	1,823
Shackelford	4,208	1,555
Shelby	7,515	4,240
Smith*	44,683	25,201
Somervell*	699	433
Stephens	10,277	4,473
Stonewall	1,713	754
Tarrant*	175,338	89,365
Taylor	25,399	15,433
Throckmorton	1,540	578
Titus	5,101	2,935
Travis	54,716	35,631
Trinity	3,274	2,095
Tyler	2,779	1,405
Upshur	6,718	3,742
Van Zandt*	9,382	4,702
Walker	6,489	3,499
Waller	3,322	2,127
Washington	8,537	5,551
Wichita	49,485	27,389
Wilbarger	10,704	6,133
Williamson	17,348	9,531
Wise*	4,424	2,639
Wood*	8,201	4,851
Young	10,231	5,466

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Retail Groups Plan Big Dallas Convention

A STATE convention with a program that will do justice to a national convention will be convened in Dallas May 22 to 25, with the following organizations represented: Retail Merchants Association of Texas, the Texas Retail Credit Men, and the Texas Retail Credit Bureaus, Robert A. Ross, president of the Texas Retail Credit Men's Association, has announced. The joint convention of these groups is expected to attract more than 700 delegates; and in addition to representation from Texas, out of state attendance is expected from Louisiana, Arkansas, Oklahoma and even as far distant as Colorado and Missouri.

A speaker of national note has been obtained for the key address of the convention. Dr. Wilford L. White, chief of the Marketing Research Division, Bureau of Foreign and Domestic Commerce, United States Department of Commerce, will address the joint convention the morning of May 23. Dr. White, prior to his connection with the United States Department of Commerce, was professor of marketing at the University of Texas. He has also taught in the Harvard Business School and the University of Colorado. A native of Indiana, Dr. White attended the State Preparatory School and the University of Colorado, from which school he was graduated in 1920. He received the M.B.A. degree and the D.S.C. in 1921 in the graduate school of business administration at Harvard University. His educational career was interrupted by service in the United States army, just prior to the completion of his work at the University of Colorado.

While with the University of Texas, Dr. White was on leave of absence from 1930 to 1932 in connection with an assignment in Washington as economist with the Federal Trade Commission, where he was employed on the chain store inquiry. Later, in 1934, he was again given leave of absence from the University of Texas to become chief of the Marketing Research Division of the Bureau of Foreign and Domestic Commerce, and subsequently resigned from the staff of the university and has been doing a splendid piece of work in connection with marketing research activities of the Bureau of Foreign and Domestic Commerce.

Dr. White is the author of a number of books, co-author of numerous Federal reports, magazine articles, and other compilations of important economic bearing. He is an eminently qualified technician in the field of marketing research, and the degree of Doctor of Commercial



DR. WILFORD L. WHITE

Science granted him by the Harvard Graduate School of Business Administration was one of the first such degrees conferred. Dr. White is also past president of the National Association of Marketing Teachers.

The division that he heads in the Bureau of Foreign and Domestic Commerce is divided into a number of sections that have been established to serve all business men who are interested in distribution problems of all kinds. Special emphasis is placed upon securing and publishing facts which show the present state of retaining and wholesaling.

Monday Morning Program

1. Address of Welcome—B. F. McLain, president Retail Merchants Association of Dallas.
2. Response—Carl Widen, Bohn Bros., Austin, Texas.
3. "Opportunities That Are Knocking at the Doors of the Retail Credit Bureaus of America"—Charles M. Reed, president Associated Retail Credit Bureaus of America, Denver, Colorado.
4. "Facts We Must Face"—Robert L. Thornton, president Mercantile National Bank, Dallas, Texas.

Among other speakers at the convention will be B. F. McLain, president of the Dallas Retail Merchants Association; Carl Widen of Bohn Bros., Austin; Charles M. Reed of Denver, Colo., president of the Associated Retail Credit Bureaus of America; R. L. Thornton, president of the Mercantile National Bank of Dallas; Dr. D. R. Craig of Washington, president of the American Retail Federation; Joseph D. Burwell, educational di-

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rector of the Retail Merchants Associa-
tion of Texas; Robert Seng, secretary of
the San Antonio Public Service Company;
F. R. Springer, general credit manager of
the Humble Oil Company; J. Price Olive,
vice chairman of the credit management
division, National Retail Dry Goods Asso-
ciation; L. S. Crowder, general manager-
treasurer of the National Retail Credit
Association.

Mott New Secretary of Republic Life

Theodore P. Beasley, president of the
Republic National Life Insurance Com-
pany, has announced the resignation of
C. E. Hasting as secretary of the com-
pany, and the election of Thomas M.
Mott to replace Mr. Hasting as secretary
and to serve in the capacity as actuary of
the company.



Thomas M. Mott

Mr. Mott was graduated from the Uni-
versity of Kansas in 1921, serving in the
actuarial department of the Bankers Life
Company of Des Moines, Iowa, from
1921 to 1925, as assistant actuary of the
Liberty Life of Topeka, Kansas, from
1925 to 1927, and as vice-president of
Haight, Davis and Haight, Inc., consult-
ing actuaries, from 1927 to the time of
his resignation, when he became associ-
ated with the Republic National Life. Mr.
Mott is an associate member by examina-
tion of the Actuarial Society of America,
and recognized throughout the country
for his outstanding ability.

Mr. Hasting, who is a graduate of
Washington University Law School of St.
Louis, and licensed to practice in the
states of Missouri, Oklahoma and Ark-
ansas, plans to make the necessary ar-
rangements to engage in private practice,
as well as continuing to serve as a mem-
ber of the board of directors of the Re-
public National Life, and as its counsel.

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DALLAS, TEXAS

Dallas Life Underwriters

Hold High Rank in Nation

DALLAS' high rank in the life underwriting profession dates largely from that momentous day in 1912 when two pioneer Dallas insurance men brought the local leaders of the profession together to hear Neil D. Sills, at that time president of the National Association of Life Underwriters.

Orville and Ben Thorp heard that Mr.

Sills was to attend a meeting in Little Rock, Ark. They wired Mr. Sills and at their own expense brought him to Dallas to organize an association of Life Underwriters here.

With the enthusiasm and coöperation generated at that first meeting, the Dallas Association of Life Underwriters has developed into one of the strongest units

in the country. Among its activities are the encouragement of the study of life insurance as a professional career; coöperation with the national association in protecting policy holders from adverse legislation; and coöperation with various other organizations in promotion of safety measures of all kinds.

To return to the organization of the Dallas Life Underwriters, the *Dallas News* of May 2, 1912, carried the following report of the initial meeting engineered by the Thorp brothers:

"In a meeting held about a luncheon table at the Adolphus Hotel yesterday, the North Texas Association of Life Underwriters was formed. There met with the Texans, Neil D. Sills, president of the National Association of Life Underwriters.

"After luncheon, Mr. Sills made a short talk on the benefits of organization, telling of about eighty of the district or-

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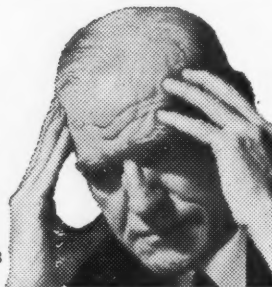
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To promote safety, and protect human life and limb—

To work against legislation adverse to life insurance policy-holders—

To help constructively in life insurance planning—

To attract men of high ideals to the business—

To sponsor and encourage the study of life insurance as a professional career—

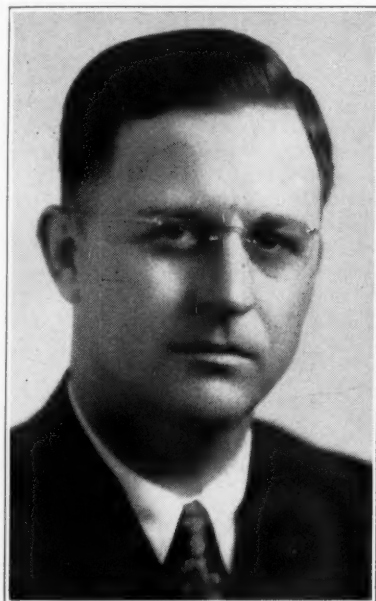
These are some of the aims, ethics and ideals of the Dallas Association of Life Underwriters. The activities of the Association well demonstrate that we believe the truth of the adage, "He profits most who serves best."

The DALLAS ASSOCIATION of LIFE UNDERWRITERS

OFFICIALS



ISADORE SEGALL
President Dallas Life Underwriters



E. E. DALE
*Chairman of the Annual Message on
Life Insurance, Dallas Committee*

ganizations over the United States, raising, he declared, the character and standard of work of the life insurance companies and the business of insuring life. The object of the associations, he said is to advocate and advance the best interests of the cause of true life insurance and to bring those engaged in the business into more intimate and friendly business relations.

"Organization was effected with Orville Thorp as president. The next meet-

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When the First National is named in a Trust, there are certain points on which we stand firm as the rock of Gibraltar. These are fidelity to the terms of the Will, obedience to the law, and whole-hearted devotion to the interests of the beneficiaries. Yet, when the trust agreement leaves us discretionary privileges, we do exercise all possible leeway to meet the emergency needs of the beneficiaries, since we know that it was for their happiness and protection that the Trust was created. Every man of property should investigate now the safeguards and services of a Trust. He should consult with a Trust Officer of this bank concerning our trustworthy methods of operation, and should have his Will properly drawn by only his Attorney.

FIRST NATIONAL BANK
IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Southwest's Oil Supply Ten Billion Barrels

THE Southwest is the world's greatest storehouse of oil, the American Petroleum Institute Quarterly of April reports.

More than 10 billion barrels of crude oil are to be found in Texas, Louisiana, Arkansas and New Mexico, the A.P.I. Quarterly reported, quoting from an address delivered at the spring meeting of the Production Division's Southwestern District in Fort Worth by W. R. Boyd, executive vice president of the Institute.

The A.P.I. Quarterly's report follows:

"Mr. Boyd estimated that 10 billion barrels of crude oil are to be found in Texas, Louisiana, Arkansas, and New Mexico, and recalled that in 1891 it was predicted that the oil possibilities of Texas

would be negligible. Texas alone produced more oil in 1937 than was produced in the entire United States during the first 32 years of the petroleum industry, Mr. Boyd explained, adding that altogether the Southwest has produced about one-third of the nation's total production to date.

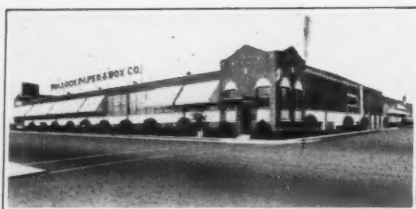
"Commenting on the economic value of the petroleum industry to the Southwest, Mr. Boyd declared it had brought into this territory \$8,000,000,000 in new money; accelerated the growth of population; and created business and jobs which account for one-fourth of the total income of the region. The industry disburses for wages, leases, rentals, royalties, supplies, and taxes more than one billion dollars a year, he said. He estimated that individual expenditures from wages paid by the industry create trade for 14,-

000 retail stores, while the industry itself spends close to \$500,000,000 a year for the material and services of other Southwestern industries.

"Mr. Boyd placed the annual petroleum tax bill at \$206,360,000 for the Southwest alone, explaining that this sum not only is almost as large as the \$260,000,000 paid annually in wages, but is sufficient to increase nearly by 50 per cent the industry's purchases from other Southwestern industries.

"Sooner or later we will have to decide whether money is to flow freely in the channels of trade, or merely go for taxes," he declared—adding that the industry in 1937 paid \$81,000,000 in state and local taxes, \$41,350,000 in federal taxes, and collected \$65,875,000 in state and \$17,335,000 in federal gasoline taxes from its customers.

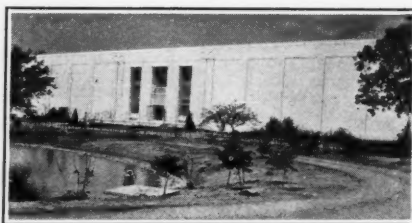
Asserting that the growth of the Southwest is an example of the benefits of large-scale industrial enterprise, Mr. Boyd declared that the petroleum industry has done so much for the four Southwestern states that it might be expected they could create a precedent and set an example of the proper treatment of industry. He denounced as unfair the penalizing taxation being imposed upon the industry and its customers, stating that "the growing number of politicians and political aspirants who pretend to serve the people by openly attacking and by penalizing the petroleum industry are benefiting only themselves."



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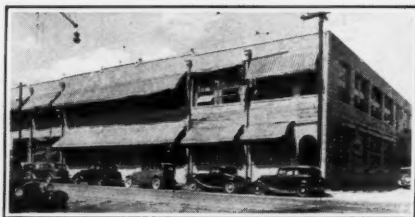
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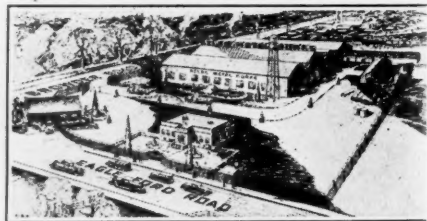
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Dallas Has Sustained Growth

New \$60,000 Factory

The Goldstein Hat Manufacturing Company is building a new \$60,000 factory at the northeast corner of Field and Young streets. The two-story building will be of light brick construction, and will have 25,000 square feet of floor space. It will be an important intersection of the new Field Street, opening of which is nearing completion from Pacific Avenue to Young Street. Samuel Goldstein is president of the Goldstein Hat Manufacturing Company, and his sons, Jack M. Goldstein and A. R. Goldstein are vice president and secretary-treasurer, respectively.

Apartments to Cost \$100,000

L. F. Corrigan and F. G. Lippett have announced plans for two big apartment houses to be erected on Bowser Street near Lomo Alto Drive. The two three-story buildings will contain 12 apartments each. The project will cost about \$100,000. The apartments are designed along popular-priced housing standards.

Carloadings to Increase

The Association of American Railroads reports that the Southwest is the only

region in the United States with a higher estimate for rail carloadings for the second quarter of this year than the first quarter last year.

Big Home Development

R. E. Strawbridge has started construction on the first of 27 new homes which he will erect in the 3200 block of Greenbrier Drive, between Hillcrest and Airline.

\$100,000 Factory Being Erected

Construction is well under way on the \$100,000 modernistic, two-story plant for the G. & J. Manufacturing Company, manufacturers of canning equipment and air conditioning supplies, at 3914 Willow Street. J. A. Gage is general manager of the company.

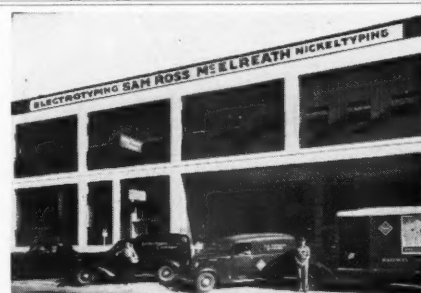
Bank to Erect Building

The Hillcrest State Bank has completed plans for a new building on Hillcrest Avenue, opposite the northwest corner of the Southern Methodist University campus. The building will extend from Daniels to Haynie, fronting on Hill-

crest. The new bank building, the exterior of which will be dominated by black structural glass, will be finished about mid-October. A number of innovations in banking facilities are planned for the new structure.

Theater Being Remodeled

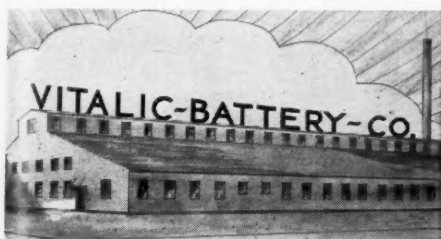
The Arcadia Theater, one of the first deluxe neighborhood theaters in Dallas, is being completely remodeled by Winfield Morten of the Morten Investment Company, owners.



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DALLAS



AWNINGS

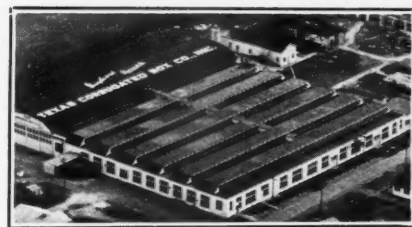
An entirely new type of permanent ventilated awning constructed from California redwood is being made in Dallas in a modern factory.

Hawley Awnings are gracefully designed to render casement windows a thing of beauty. No Flap—No Rags—No Rattle—Permanent.

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Windows and Openings

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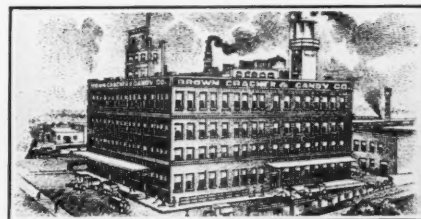


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DALLAS

Students Emphasize *Value of Insurance*

KENNETH IRISH, North Dallas High School student, was one of the \$25 prize winners in the nationwide High School Letter Writing Contest sponsored by the National Association of Life Underwriters in connection with the 1937 observance of Life Insurance Week.

"Home, to a child, is a place of safety, and insurance has made possible in our home a feeling of safety we could not possibly have without it.

"My mother has always earned our living. Her salary was small when she first started working, but it has steadily increased. No matter how fast it grew though, I grew faster and the more it cost to feed and clothe me. When she first started working, she planned to save a little each year and invest this in property which would support me in case of her death before I was grown. But at the end of five years this was still only a plan. She seemed to be able to take care of "today" without any trouble, but "tomorrow" was the problem she had not

solved. Insurance, the cost of which she could pay, she decided was the solution.

"The result of her decision was that she invested in a policy which she calls my "education" policy. It is an endowment policy, large enough in case I should lose my mother tomorrow, to give me a monthly income that will take care of me until my education is complete and I can support myself.

"Next year we hope there will be enough money for a new policy. This is to be my "firm" policy. I hope to be a mechanical engineer. I have eight years of school before me. Twelve years additional training with an established firm and I will be ready to organize my own firm. The "firm" policy will mature just in time to furnish the money necessary for this.

"You see that by taking care of insurance today at our home, tomorrow will take care of itself and so we are given a real feeling of security."

Another outstanding letter was that of Lillian Smith, student in the Beaumont, Texas, high school, which won fourth prize in the national contest.

Her letter follows:

"Sixty-five million Americans can't be wrong!

"Sixty-five million Americans believe in life insurance, and prove that belief by carrying a total of one hundred and twenty million policies. When I found that this was true, I said, 'There must be a reason.'

"I asked myself why America believes so strongly in life insurance, and in a cross-section of humanity in my own town, I found the answer.

"I first asked a young man, 'Why do you believe in life insurance?' He answered, 'I graduate from college next year. My insurance is putting me through.'

"I said to an old man, 'Why do you believe in life insurance?' He smiled as he said, 'It kept me out of the poorhouse when I got too old to work.' He was happy and independent, living in comfort on the income from his insurance.

"I knew what the answer would be before I asked the same question of a widowed mother of three children. She believed in life insurance with a sublime

WHAT GREAT SOUTHERN MEANS TO DALLAS

Great Southern has loaned to Dallas citizens a total of \$6,606,736.00. Today there are outstanding 201 Mortgage Loans, totaling \$3,127,726.17.

Great Southern has in force approximately \$9,500,000.00 of insurance on the lives of Dallas Citizens.

Great Southern has paid to Dallas beneficiaries and living policyholders the sum of \$2,311,156.00 in the last twenty years.

Great Southern has made deposits in Dallas Banks on an average of \$1,438,982.00 annually for the past twenty years.

Great Southern maintains a Dallas City Agency of well-trained life insurance representatives for the servicing of their policyholders in Dallas.

E. E. DALE
Agency Manager



E. P. GREENWOOD
President

Sixteenth Floor of the Kirby Building

Agents for Great Southern Life

R. T. Bertram
Fuller C. Bray
Ed. S. Bryant

Ansel M. Clough
John S. Cotton
James F. Patrick

Mrs. Margaret Denton
H. F. Griffin
Arthur Kuchenbacker

R. C. White
H. D. Wills
C. M. Markham

Herman Martens
Mrs. Anne Rogan Miller
A. C. Raines, Jr.

E. E. Roush, Jr.
Russell E. Shutt
George G. Wells

faith. Her husband had provided for his own, even in death.

"I visited a teacher I knew, and she answered my query by showing me a skinny little girl in a shabby dress. 'We buy her lunches,' the teacher said, 'because her father *didn't* believe in insurance.'

"I asked my question many times. The words differed, but the answers all meant the same. They were eloquent of faith and trust.

"So it must be throughout the nation. Men and women and children have tested life insurance and found it good. Sixty-five million of them believe in life insurance.

"And sixty-five million Americans can't be wrong!"

LIFE UNDERWRITERS

(Continued from Page 35)

ing will be at the Adolphus at noon on Friday, May 9, and all general and local agents and company executives are invited to attend and if pleased to become members of the organization.

"Those enrolling as charter members were Orville Thorp, A. L. Davis, W. G. Harris, G. A. Goodale, O. H. Lutz, A. A. Green, Jr., A. A. Green, III, Will F. Beaton, Bob Fite, J. T. Allen, W. H. Patterson, I. N. Thomas, I. N. Stoms, L. M. Cathles, D. D. Crockett, A. Rosenbaum, I. Rosenbaum, Ben Thorp, Whitfield Harrel, A. C. Bigger, W. W. Keith, F. J. Bray, T. W. Vardell, A. A. Collins, A. S. Doerr, James A. Stephenson, J. R. Raley, Edward Smith.

"The following officers and executive committee were elected:

"Orville Thorp, president; Gen. W. H. Patterson, first vice-president; A. L. Davis, second vice-president; A. C. Bigger, secretary and treasurer. Executive committee: W. G. Harris, A. Rosenbaum, W. A. Beaton, A. A. Green, III, D. D. Crockett."

SERVANT OF THE PEOPLE

(Continued from Page 27)

The life insurance agent of today, and of tomorrow, has it within his power through life insurance and annuities, to lift from the citizens of America the weight of fear and of discouragement—fear lest one may helpless—discouragement because one may live too long, and become a burden to his children.

To the life insurance agent of today comes the real satisfaction and the supreme happiness of having helped his fellow travelers along the road to face the future with courage through life insurance—the stability and security of the Nation.

KANSAS CITY LIFE INSURANCE CO.

Total Assets, December 31, 1937 \$105,242,470.53

(Gain in Assets since 1929, \$45,891,307.41)

(Gain in Assets during 1937, \$4,712,184.89)

Insurance in Force, December 31, 1937, \$446,530,497.00

(New Business Paid for in 1937, \$64,446,642.00)

(Gain in Insurance in Force, 1937, \$10,828,530.00)

Total Payments to Policyholders in 1937, \$9,260,450.06

COMPANY PROGRESS

Included in the Total Assets of \$105,242,470.53 are \$8,889,495.03 of Surplus Assets for added protection of Policyholders. These Surplus Assets, which are in addition to the \$94,734,162.47 Legal Reserve deposited with the State of Missouri, constitute a Safety Reserve. The proportion of Total Assets represented by the Safety Reserve is unusually high—testifying to the great strength of this Company. A detailed financial statement is available upon request.

The Company is proud of its record as reflected in the figures published here. Its financial strength today is the greatest in its forty-two years of uninterrupted progress.

Texas
Agency
Established
1905



The
O. Sam
Cummings
Agency
Building
Dallas

AGENCY PROGRESS

In 1938 the Texas Agency will celebrate its thirty-third year of continuous service to Texas citizens. The confidence and patronage of Texas people are shown in the production of \$113,012,089.00 of new business by this Agency in the nine and one-half years under its present management—an average of a million a month of life insurance and annuities. This is the largest life insurance State Agency in the South and one of the largest agencies in the United States.

Agency Opportunities

... are available to men of good character. Previous sales experience is not necessary. An excellent training course is offered. For full particulars about policies or agency contract see ...

The O. SAM CUMMINGS AGENCY

State Manager for Texas — 320 N. Ervay St., Dallas

The South's Largest Life Insurance Agency

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You know how it feels not to get even a little money you have been expecting. Think what it means to a family when their income is suddenly cut off through the death of the provider. Your family will never face this tragedy — if you give them a breathing space with a John Hancock readjustment policy. Write for information.

RICKS STRONG, General Agent.
Please send me booklet describing the Readjustment Plan.

Name.....
Street.....
City..... State.....

RICKS STRONG
General Agent



Dallas Honors New Pacific Mutual Agent

Leading Dallas business executives, including bankers, merchants and other insurance executives, joined in honoring



LEM C. SWINNEY

Abraham and Isaac Rosenbaum upon their retirement as general agents for the Pacific Mutual Life Insurance Company in Dallas, and in welcoming their successor, Lem C. Swinney at a

luncheon April 14.

O. Sam Cummings, Texas general agent for the Kansas City Life and president of the National Association of Life Underwriters, gave the luncheon honoring Messrs. Rosenbaum and Swinney.

A. H. Kemp, president, other home office executives and general agents in the Southwest for Pacific Mutual, attended the luncheon.

Carroll C. Day of Oklahoma City, introduced Mr. Swinney, moving to Dallas from Wichita, Kansas. Mr. Swinney expressed his deep appreciation for the welcome tendered him and praised Dallas as a city and as an insurance center.

D. C. MacEwen, Pacific Mutual vice president and superintendent of agents, described the interesting, constructive careers of the Rosenbaum Brothers during the 40 years of association with Pacific Mutual. Ross Priddy, vice president of the Dallas Life Managers and General Agents Association, read a testimonial of appreciation adopted by the Dallas Life Underwriters.

Mr. Cummings introduced and paid tribute to Miss Hazel Roberts, associate general agent in Dallas for Pacific Mutual and long an active worker in behalf of association affairs. In behalf of the Managers' and General Agents Association of the Pacific Mutual, Jul Baumann of Houston presented a handsome bouquet to Miss Roberts.

President Kemp described Texas and the Southwest as a young man's country, brimming with opportunities and promises.

"Is there a more promising, virile world of wealth to be seized by the young man who is willing to work for it than Texas?" he demanded.

Business Review and Outlook In the Southwest

By HAROLD M. YOUNG

District Manager, Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce, Dallas, Texas

THE report on retail sales of independent stores in Texas for the month of March disclosed that sales for that month decreased 7.9 per cent as compared with March of the previous year, but as compared with the previous month, February, there was an increase of 20.1 per cent. Only a few of the Texas cities for which separate information is given registered increases, and for Dallas the decrease was 3.4 per cent.

When we consider that Easter fell in March of last year and April of this year, it might be concluded that this is a very good showing for the Dallas stores. Together, the five Texas cities having populations of 100,000 and over registered a decrease of 8.1 per cent, slightly over the average for the state as a whole.

The decrease for Texas for March as compared with March of last year is the smallest for any of the several states for which data have already been released. Oklahoma is another state having one of the smallest decreases reported. The decrease for Oklahoma in March as compared with March of last year was 10.9 per cent, and the increase over February was 21.5 per cent. This section continues to compare favorably with other sections of the United States in retail sales.

For April, Dallas retail stores reporting to the Dallas district office of the United States Department of Commerce showed that slightly more than half of them registered increases over the previous April, the complete range being from a decrease of 13.9 per cent to an increase of 15.8 per cent.

During recent weeks retail sales in Dallas, as shown by reports to the Dallas district office of the United States Department of Commerce, were as follows:

For the week ending March 26, only a few reporting Dallas retail stores registered gains compared with the same week of last year. Several stores reported that their decrease was due to the fact that the comparable week of last year was Easter week. The complete range for these stores was from a decrease of 34.4 per cent to an increase of 13.5 per cent. For the week ending April 2, three-fourths of the reporting Dallas retail stores registered gains compared with the same week of last year, while well over half of these firms registered gains of 10 per cent or better. The complete range was from

a decrease of 13 per cent to an increase of 69.4 per cent. For the week ending April 9, approximately half of the reporting Dallas retail stores registered increases compared with the same week of last year. The complete range was from a decrease of 35.2 per cent to an increase of 45 per cent. Unseasonal low temperatures accompanied by rain and snow no doubt had an adverse influence on retail trade.

For the week ending April 16, retail trade in Dallas showed considerable improvement over the same week of last year. The good showing was due to some extent to the fact that this was Easter week. Only two reporting stores registered decreases; more than half of reporting stores registered gains of 20 per cent or

DALLAS OFF 0.3%

Forty-seven Dallas stores reporting to the Bureau of Business Research of the University of Texas showed a decrease in business of only 0.3 per cent for the first quarter of 1938 compared with the first quarter of 1937. These Dallas stores reported dollar sales aggregating \$6,233,708.

For March, 1938, 54 Dallas stores reporting dollar sales of \$2,350,092 showed a loss of 3.4 per cent from March, 1937, but an increase of 15.6 per cent over February, 1938. It should be borne in mind that Easter was in the March period in 1937, accounting for at least some of the 3.4 per cent decrease in March this year.

The Bureau of Business Research showed the following first quarter gains and loss for major Texas cities:

	Per Cent Change from First Quarter, 1937
DALLAS	- 0.3
Houston	- 4.5
Fort Worth	- 1.4
San Antonio	- 4.6
Waco	- 9.7
El Paso	- 5.0
Beaumont	- 2.3
Corpus Christi	+ 5.3
Amarillo	- 4.9
Galveston	- 5.4
Lubbock	+ 14.7
Abilene	- 3.4

better. The complete range was from a decrease of 12.6 per cent to an increase of 59.3 per cent. For the week ending April 23, for the most part Dallas retail stores reporting failed to register increases as compared with the same week of the previous year. Better than half of the reporting firms reported decreases exceeding 14 per cent. The complete range was from a decrease of 32.5 per cent to an increase of 25.8 per cent. For the week ending April 30, almost half the reporting Dallas retail stores registered gains compared with the same week last year. The complete range was from a decrease of 31 per cent to an increase of 99.9 per cent.

Rainfall during the first three months of the current year brought the total to a figure 100 per cent greater than normal rainfall for this period. The unseasonal low temperatures accompanied by rain and snow during early April did some damage to general farm crops and fruits.

The Bureau of Agricultural Economics reports at the beginning of April indicated plantings of principal grains in Texas in 1938, in percentage of 1937 acreage, as follows: corn 102; oats 98; barley 110; rice 100; grain sorghum 102. The same source reported that the citrus groves in Texas were in excellent condition. The condition of Texas ranges at the beginning of April was 86 per cent of normal, the highest reported April condition since 1931. Moisture conditions generally were favorable for furnishing good grazing over most of the state. Cattle were reported as coming into spring in better than average flesh, the condition being 83 per cent normal; sheep 88 per cent normal, being the highest reported for this period since 1931, with a record lamb crop in prospect. The goat condition was reported as 88 per cent normal, showing improvement over the same period a year ago and also over the ten-year average. The spring movement of cattle from the Southwest is expected to be considerably smaller than the very heavy movement of one year ago. March shipments, however, were expected to show some increase.

Wheat shipments from this section through Galveston, according to the Galveston Cotton Exchange and Board of Trade, amounted to 3,786,000 bushels in April as compared with no exports for the same month of last year. For the season July 1, 1937, through April, 1938, export shipments amounted to 32,928,000 bushels as compared with only 308,000 bushels for the same period of the previous season. Corn exports during April totaled 901,000 bushels as compared with no corn shipments during the same month of last year; while corn shipments for the season since July 1, 1937, totaled 4,-

(Continued on Page 44)

What *Business Leaders* think



FRANK L. MCNENY
McNeny & McNeny

Every normal man feels an obligation to provide for the future of the members of his family dependent upon him. Most of us cannot accumulate and leave behind sufficient income-producing property for this purpose. We can, however, pay premiums upon some amount of life insurance. In my judgment, by purchasing monthly income life insurance from a reliable company, a man can secure the maximum amount of protection for his family for a minimum current outlay.

In my opinion, life insurance in America has become an important medium for investment of savings, be they large or small, for the protection of the individual and his loved ones against the future, and it removes in large measure the element of speculation. The security which this means of investment offers, contributes to a mental peace which is reflected in our everyday work and thus permits a greater enjoyment of the blessings and contentment of life.



R. L. THORNTON
Mercantile National Bank



HUBERT HARRIS
East Texas
Chamber of Commerce

I believe the average business is successful, largely on account of the personality of the man at the head of affairs. As a man makes profits he is apt to put them back into enlargement of his business, and he may be pinched for money to carry out his plan. In case of his death, his executors would find themselves facing a very severe loss unless money comes in from some source to tide over the immediate needs. A life insurance policy would furnish the necessary money.

The owner of a reasonable amount of life insurance has an investment of first rank. It gives him a sense of security and at the same time guarantees an estate for his dependents.

The insurance companies have an historical background of nearly a hundred years of successful operations. For this reason they furnish a substantial foundation for social security.



ROGER MILLER
United States
Chamber of Commerce



G. B. DEALEY
Dallas News

My idea on life insurance is that our modern business structure rests upon a comparatively few fundamental things, and life insurance is one of these fundamentals. It has grown into the present business organism in such a manner that, in my opinion, successful business could not be carried on without it. Therefore, the man who does not properly utilize life insurance as an adjunct to business is leaving out one of the essential factors.

It gives me very great pleasure to co-operate with you in your endeavor to impress upon the public the value of life insurance. I began taking out policies when I was a very young man and have found that I have had not only excellent protection, but also a reasonably good return on the investments. Particularly at this time of a business depression, life insurance should appeal to people who wish to provide for their families and to place their savings in safe hands.



JOHN E. KING
Dallas News



B. F. McLAIN
Hart Furniture Co.

There is no argument against the taking of life insurance. It is established that the protection of one's family, or those near to him, is the one thing most to be desired, and there is no medium of protection that is better than life insurance. Our Government has given close attention to the insurance companies, and they are so sure a foundation that it is in substance a guaranty method of our people.

Life Insurance is an investment that the rich can well afford and a protection that the poor man cannot be without. It stands as the greatest factor in Social Security today. No plan devised by law can take its place. No human duty devolves more strongly upon the head of a family than to provide for the welfare of his dependents after his death.

Truly, life insurance is one of man's greatest benefactors.



W. A. GREEN, JR.
W. A. Green Co.

OF LIFE INSURANCE . . .



ARTHUR L. KRAMER
A. Harris & Co.

I know of no better method of providing for future protection of those who are dependent upon us, than the systematic accumulation of savings in the form of life insurance premiums.

It is needless for me to state that the business world is rapidly recognizing the value of life insurance as a method of protection to its business interests.

It is my belief that the coming years will see a remarkable expansion in the field of life insurance.



HERSCHEL WILSON
Chevrolet Motors Division
General Motors Co.

The continued increase in the volume of insurance which is being written attests eloquently to the faith of the public in this form of security. It has been demonstrated that only through planning can there be any assurance of the future—and life insurance is one of the best examples of planning.

As the years go on it is inevitable that the benefits of life insurance will become known and appreciated even more fully than at present.



JOE E. LAWTER
Liberty State Bank

My life is insured for all I can possibly carry, for three important reasons:

1. Life's greatest tragedy comes with the necessity of abandoning all of the better things through the failure to provide for the comfort of the family after death.

2. The saving of money in life insurance is one of the safest and most certain methods I know.

3. My estate might depreciate in value in the event of my death, but life insurance, paid in cash, will meet all claims for taxation and a certain definite income.



OTTO HEROLD
Oriental Laundry

Although I have made my own way entirely since early youth, I bought my first life insurance policy when little more than twenty years of age. I have consistently added to that first investment of insurance, and would heartily recommend that any young man arrange for a policy as soon as he is financially able to do so and carry as much insurance as his income will allow.

I take pleasure in commending life insurance as one of the great assets of the American people.

Life insurance is a valuable asset to any estate. First—because it protects the loved ones; and second, because it is immediately available for the payment of inheritance taxes, both state and federal. It is very important for a man to leave his affairs in a liquid position now with excessive taxes in vogue.

Over a period of time life insurance becomes a hidden asset because the insured has the opportunity of borrowing the cash surrender of the policy at any time. It adds to his ability to obtain credit if he is prudent enough to carry insurance.

Insurance has become a factor in credits and business where the success of the company largely depends upon one man.



NATHAN ADAMS
First National Bank

Speaking from an experience of many years as the owner of life insurance, the thing that impresses me most is the tremendous amount of mental comfort and satisfaction which comes from that ownership.

Life insurance has become a great institution. To the average American family it represents a bulwark against financial distress in times of greatest need and a means of providing educational advantages and old age or retirement assurance in the latter active years of life.



A. H. BAILEY
Higginbotham Bailey
Logan Co.

I whole-heartedly endorse the general program for an adequate life insurance plan for each and every citizen of this country.

Life insurance forms a great backlog for the individual and collective needs in times of the various emergencies which face us both as individuals and as a community. I believe every individual should give careful study to his or her insurance needs, and adopt a program which will provide the proper solution.



JOHN W. CARPENTER
Texas Power & Light Co.

I am grateful to you for the opportunity of expressing my conviction that life insurance is an absolute necessity. No man can meet the responsibilities of marriage and of raising a family without providing for the future security of his wife and children. Insurance is the surest and safest way of meeting this obligation. Personally, I believe that no man can be happy without carrying insurance to the extent of his ability.



C. J. CRAMPTON
Acting Postmaster

BUSINESS MEN'S ASSURANCE

An old Line Legal Reserve Company, provides a complete personal insurance service.

Life Insurance Policies . . Retirement Income Annuities . . Life Policies on children from date of birth.

Full coverage Accident and Health policies for both men and women.

A. W. HOGUE

State Manager

Tower Petroleum Building

DALLAS, TEXAS

We Believe . .

—that Dallas is going places in a big way;

—that the majority of our progressive institutions, foreign and local, realize that fact;

—that it is the logical headquarters for all such institutions who operate within a radius of 500 miles of Dallas;

—that the loyal, unflagging support of such institutions is something Dallas logically may expect, and even demand.

* * *

For 32 years we have successfully demonstrated our right to be classified as such an institution.

WEST COAST LIFE INS. CO.

Home Office — San Francisco

J. P. ROBINSON, Supt. of Agencies

BUSINESS REVIEW

(Continued from Page 41)

386,000 bushels, no export shipments of corn having been made during the same period of the previous season. For the season there have also been movements in rye, kafir, and milo; while for the same season of last year, there were no export shipments in these grains.

Farm cash income in Texas during February, according to the Bureau of Business Research, declined 6 per cent as compared with February of last year. The index for February for the Dallas district was 95.3 compared with 106.4 for February of last year. Farm cash income in Texas as a whole increased slightly more than usual from February to March, and, as a consequence, there was an increase in the March index number as compared with that of the preceding month. The March index of 120.7 was, however, substantially below that of the corresponding month last year when it was 140.1. The index of farm cash income for the Dallas district in March, 1938, was 118.7 as compared with 130.9 in March of last year. The computed farm cash income, estimated to be about 90 per cent of actual farm cash income, was reported as \$16,434,000 in March as compared with \$14,225,000 in February and \$19,066,000 in March of last year, for the state as a whole, according to the Bureau of Business Research.

Building permits in Texas in March from 36 representative cities increased 35.5 per cent over February and 12 per cent over March of last year, according to the Bureau of Business Research. The value of building permits for the first quarter for these cities increased 2.9 per cent over the same period of last year. Some of the major building projects during recent weeks are as follows:

The Interurban Building, Dallas, is to be air conditioned at a cost of \$123,000. It was reported that work would start soon on a \$250,000 Children's Home in Abilene, Texas. The old Carnegie Library in Fort Worth is being demolished to make way for a new \$400,000 library structure. Work has started on a new swimming pool in Fort Worth in Sylvania Park, costing approximately \$61,000. Representatives of the Leggett & Platt Spring Bed and Manufacturing Company of Carthage, Missouri, announced that they will have their new Dallas plant ready to begin production by early June, this plant to manufacture bed springs and inner spring units for mattresses. A \$1,300,000 bond issue was approved for sewer construction and improvement of the Love Field Airport, Dallas. The cost of these improvements will exceed the amount of the bond issue through Federal grants. Cliff Temple Baptist Church in Dallas has started con-

DALLAS

is leading the Company for the whole United States.



JACOBY

is leading the Dallas Agency of the Indianapolis Life.

CLAUD HERN—17 years with Indianapolis Life, Past President of Dallas Association of Life Underwriters.

HENRY JACOBY—16 years with Indianapolis Life, Member Texas Leaders' Round Table since its beginning.

JERRY WERTHEIMER—13 years with Indianapolis Life, Member Texas Leaders' Round Table since its beginning.

CHAS. B. INGRAM, JR.—11 years with Indianapolis Life.

ROBERT OWEN BARNES—2 years with Indianapolis Life.

E. J. GANNON, III—1 year with Indianapolis Life.

PAXTON MATTHEWS—17 years with Indianapolis Life, Member Texas Leaders' Round Table since its beginning. Vice-President of Dallas Association of Life Underwriters.

INDIANAPOLIS LIFE INSURANCE CO.

1325 Kirby Building

2-9268

struction on a new auditorium and church building estimated to cost \$165,000. A new sandwich shop is being constructed in the Preston Road area north of Dallas and will cost approximately \$50,000. The Goldstein Hat Manufacturing Company, Dallas, is constructing a new \$60,000 plant just south of the business district. The general construction contract on Possum Kingdom Dam, Palo Pinto County, was awarded on a joint low bid of \$3,287,000. Twenty contracts totaling \$453,000 were also awarded for 12,000,000 pounds of steel for this dam. The Fort Worth National Bank is installing a \$65,000 air conditioning unit.

Building permits for a group of North Texas and Oklahoma cities for the month of April as compared with April of last year were as follows:

Texas Cities:

	April, 1938	April, 1937
Dallas	\$1,186,500	\$1,310,500
Denison	13,000	7,000
Denton	10,000	10,500
Fort Worth	899,000	1,232,000
Longview	39,000	34,500
Lubbock	215,500	122,000
Marshall	32,000	44,000
Paris	10,000	8,500
Plainview	6,000	5,000
Sherman	22,000	16,000
Tyler	97,500	226,000
Wichita Falls	52,000	51,500

Oklahoma Cities:

Ada	9,500	25,500
Ardmore	3,000	3,500
Bartlesville	15,000	50,500
Cushing	7,000	2,000
Duncan	7,000	4,500
Enid	48,500	55,000
Guthrie	4,500	9,000
Muskogee	3,000	3,500
Oklahoma City	661,000	472,000
Sapulpa	550	none
Shawnee	8,000	9,500
Tulsa	307,500	767,000

The composite index of business activity for Texas in February as reported by the Bureau of Business Research was 2.1 percent above February of last year but receded a fraction of one percent from the previous month. The February condition was 95.6 per cent of the base period, which is the average month of 1930. The composite index for March, 1938, was 93.4 per cent and showed a slight decline from February—nearly 2 per cent. Only two factors in the composite index are above those of March, 1937, at which time the index was 96.4. These two factors are the index of payrolls and electric power consumption.

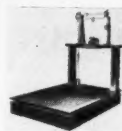
Sales of new automobiles in Texas in Texas rose sharply above the preceding

FRED J. DUDLEY

ATTORNEY AND COUNSELLOR
AT LAW

General Civil Practice

207-9 Mercantile Bldg. » DALLAS, TEXAS



**DILLON SCALE REPAIR
COMPANY**

DEALERS

HOWE SCALES AND
WEIGHTOGRAPHS
SCALES REPAIRS

4151 Commerce

8-2608

**JUNE
BRIDES**

... or those of any
other month will
like our wedding
photographs made
in home or studio.

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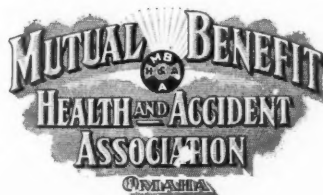
2007 BRYAN

Phone 7-3043



SIXTY-FIVE MILLION DOLLARS PAID IN CLAIMS..

Millions Paid to Policyholders in Southwest



Largest Exclusive Health and Accident Organization in the World

MILLIONS IN ASSETS

ERNEST HUNDAHL, Manager

Texas, Oklahoma and Louisiana

Tenth Floor Dallas National Bank Building

DALLAS, TEXAS

"Career Contracts"

"If your life is worth investing in a business, that business should guarantee the safety of your investment" . . .

That's why we do business on "Career Contracts", looking first to these elements of permanency and security: (1) Contracts direct with the company. (2) Perpetual basis—cancellable only for serious violation with non-forfeitable vested renewals. (3) Liberal commissions—twelve policies at top. (4) Registered policies. (5) Both Par and Non-par. (6) Insurable ages, 0 to 60. (7) Intermediate amounts under \$1,000—Individual and Family Forms. (8) Salary Savings—Bank Collection Plans. (9) Annuities—Retirement Income—Family Income—Business Insurance—Thrift Plans—Mortgage Protection—Educational Programs. (10) Home Office supervision and training schools—visual sales kits. (11) National trade journal advertising.

O. R. McATEE, Director of Agencies

REPUBLIC NATIONAL LIFE INSURANCE CO.

"Registered Policy Protection"

Theo. P. Beasley, President and Gen. Mgr.

Home Office: DALLAS, TEXAS



MEN . . . Let Us Collect Those Past Due Bills
Our Commission for Collection as Low as 20 per cent. No charge or cost unless money is collected!

MERCANTILE ADJUSTMENT BUREAU
Bonded Attorneys Everywhere . . . 423 Mercantile Building. Phone 2-7373.

The New



Guardian Life Building

Pacific and Field Streets

Now ready for leasing and occupancy.

- Restricted to the highest type firms on a lease basis.
- Air-conditioned year round.
- Only one block from Banking District.
- Modern, Fireproof and First Class in every respect.
- Ample parking facilities on all sides.
- Offices complete to tenants' specifications. Partitions, closets, bookshelves, painting and wiring arranged as desired.
- A single office or an entire floor available.

This building is owned and operated by the Guardian Life Insurance Company of Texas, which will occupy a portion of the building as its home office.

GUARDIAN LIFE INSURANCE COMPANY OF TEXAS

THOMAS M. FRENCH, President
Phone 7-5371

month, gaining 36 per cent; however, compared with the same month of last year there was a decline of 34.8 per cent. For the first three months of the current year new car sales in Texas were down 27.7 per cent compared with the same period of last year, according to a summary based on reports of 13 representative Texas counties reporting to the Bureau of Business Research.

Employment in Texas industry and trade in March gained one-tenth of one per cent over February and declined three-tenths of one per cent from March of last year. The total weekly payroll of these firms in March was up seven-tenths of one per cent over February and up 6.6 per cent over March of last year, according to the Bureau of Business Research.

The same source reported electric power consumption in Texas in March as increasing 8.9 per cent over March of last year and 2.6 per cent over February; while the first quarter gain over the same period of last year was 10 per cent.

The Texas State Comptroller reported gasoline tax collections since August 1, 1937, as \$32,124,000, representing an increase of \$2,519,000 over collections for the same period of last year, indicating that almost 64,000,000 more gallons of gasoline were consumed during this period than for the same of the previous year.

DALLAS BUSINESS

(Continued from Page 11)

Ablon Disinfectant Company, 1916 Grand Avenue. Disinfectants.

S.F.L.T.T.C. Inc., 109 Cotton Exchange Bldg. Oil producers.

Southland Producing Company, Gulf States Building. Oil producers. Organized by W. B. Washington, R. F. Morgan and others.

Twin Oil Corporation, Continental Building. Oil producers. Organized by G. E. Peterson, T. J. McGrath and T. A. Knight.

Two States Oil Company, Magnolia Building. Pipe line operators. Organized by H. P. Holmes, W. K. Powell and J. C. Crain.

Miscellaneous:

American Agency Lloyds, 802 Wilson Building. Insurance.

George D. Anderson, 1505 Gulf States Building. Consulting engineer.

Associated Funeral Directors Burial Insurance Co., 2115 Ross Avenue. Insurance. Home office, Waco, Texas.

Bankers Health & Accident Company of America, 816 Wilson Building. Insurance. Home office, Houston, Texas.

Bond Stores, Inc., 1520 Main Street.

Representatives Wanted

. . . by manufacturer of product famous since 1880, sold to hotels, clubs, restaurants, tap rooms, retail and wholesale grocery and beverage trades. Commission or brokerage and protected territory.

Address Replies to

SOUTHWEST BUSINESS REPRESENTATIVE 1-A

Chamber of Commerce Building
DALLAS, TEXAS

GOOD CUTS - -

WILL INCREASE THE RESULTS FROM YOUR CIRCULARS, FOLDERS, CATALOG, OR ADVERTISING MATTER.

WE WILL GLADLY GIVE YOU INFORMATION ON THE KIND OF PICTURES AND DRAWINGS BEST SUITED FOR MAKING THE TYPE OF CUTS YOU NEED.

ALSO ASSISTANCE IN PREPARING COPY—TELL US YOUR NEEDS.

AUSTIN ENGRAVING CO.

WACO, TEXAS

Custom Made TRUSSES

and

REDUCING BELTS

15,000 have been fitted and pleased from our Dallas offices.

GRAY ELASTIC PRODUCTS CO.

411½ North Ervay

7-2686

Are you interested in the Latin-American Countries?

Do you want to correspond with them? We need chapters established in the United States. We will use 150 square feet of exhibit space at the State Fair of Texas which celebrates its Golden Jubilee from October 8th to 23rd. In the Exhibit we will show nature specimens, coins, stamps, articles of historical interest and minerals of the Latin-American Countries. We have in our Club Foreign Divisions of Spanish, English, French, and German, also departments of the items mentioned above.

THE PALMA DE ORO CLUB

A Latin-American Organization
209 Sunset Avenue DALLAS, TEXAS

Men's clothing. Home office, New York, N. Y.

Frank W. Chappell, 210 Burt Bldg. Structural engineer.

Corgan & Moore, 901 Dallas Gas Building. Architects.

Coston-McGown Real Estate Co., 812 Wilson Bldg. Real estate.

Diamond Printing Company, 2403 Live Oak St. Printers.

Fidelity Finance Co., 810 Dallas National Bank Bldg. Loans.

General Credits of Texas, 2403 South Harwood St.

Hartman Realty Co., 204 Lane Street. Real estate.

Household Service Co., 5434 East Grand Ave. Upholsterers.

Langley-Templeton, Inc., 1901 North Harwood St. Commercial photographers.

Paramount Service & Supply Co., 1801 Young St. Repair and service of instruments of all kinds.

Mrs. Stover's Bungalow Candies, 3104 Oak Lawn Avenue. Chain candy store. Home office, Kansas City, Mo.

Sweeney Engineering School, 2201 Commerce Street. Private trade school. Moved here from Wichita, Kansas.

Tower Advertising Service, 2210 Tower Petroleum Bldg. Advertising agency.

Oil Tax Revenue Shows Big Gain

Tax revenue collected from Texas oil producers by the state and local subdivisions of government has increased fourteen million dollars during the past two years, according to a survey of official state and county tax records just completed by the Texas Mid-Continent Oil and Gas Association.

Analysis of official state and local tax rolls for 1937 shows that taxes levied on Texas oil production aggregated \$42,942,326, an increase of nine million dollars over 1936 and fourteen million dollars over 1935. While increased oil production contributed substantially to increased tax revenue in 1937, the facts show that the average tax per barrel of crude oil produced has increased from 7.6 cents in 1935 to 8.4 cents per barrel in 1937.

That taxes levied against Texas oil production are increasing at a rate far out of proportion to the increase in volume of oil produced, is shown by the fact that while oil production increased 32 per cent over 1935 total taxes levied thereon increased 48 per cent! This is due partly to the imposition of a higher gross production tax rate in November, 1936, and partly to continually mounting ad valorem taxes levied upon oil producing properties by local sub-divisions of government.



1900 CEDAR SPRINGS

ADLETA OFFERS YOU

a line of Store Fixtures designed and built to sell more merchandise PROFITABLY. Our designing facilities are at your disposal . . . No obligation . . . Call us today . . . Phone 2-4144.

ADLETA SHOW CASE AND FIXTURE MFG. CO.

DALLAS, TEXAS

THE PRAETORIANS

The Oldest Legal Reserve Life Insurance Company Chartered by the State of Texas

FORTY YEARS OF KNOWING HOW

Insurance for the Whole Family on the Easy Payment Plan

YOU WILL LIKE OUR 17-WAY PAYMENT PLAN

Offices in all Principal Cities in the South and West

INVESTIGATE

Start saving now by laying away a little each month so your children can have a college education. The way is made easy with Praetorian Educational Endowment Policy. Also prepare for independence in old age with our Retirement Income Contract.

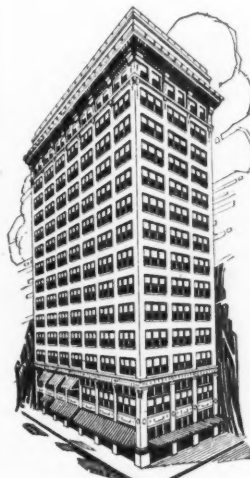
THE BEST BY TEST

Over \$10,000,000 Paid to Beneficiaries and Policyholders

Maintains a Record in Service and Prompt Payment of Claims

STRONG . . . SAFE . . . SURE

TOM L. McCULLOUGH . . . Pres. and Chrmn. of Board
JOHN N. HARRIS . . . Vice-Pres. and Agency Manager
JOHN W. PAYNE . . . Secretary-Treasurer
J. W. RANDALL . . . General Attorney
C. M. GRIGSBY . . . Medical Director
WALTER L. McNENY . . . Loans and Real Estate
J. L. MIMS . . . Actuary



*Praetorian Building
Dallas, Texas*



Listen EACH SATURDAY

AT 10 A. M. TO KRLL

Announcing

ORCHIDS to YOU!

Each Saturday morning The Flower Mart announces the awarding of orchids to the selected Dallas lady of the week.

THE FLOWER MART

MAPLE AT OAK LAWN

Dallas Firm Builds Rail-Truck Terminal



SHOWN above is the new rail-truck terminal at Cadiz Street and the Santa Fe Railway opened April 30, under the operation of the Dallas Transfer and Terminal Warehouse Company. The general offices of the H. & N. T. Motor Freight Lines, Inc., with its depot, docks and garage, the office of the Dallas & Ft. Worth Motor Freight Lines with its receiving and shipping docks, and also the pool car docks, garage, shops, etc., of the Dallas Transfer & Terminal Warehouse Company are housed in the new terminal.

The terminal will serve as a junction point between rail and truck freight in the Dallas trade territory and will handle trucks of the H. & N. T. Motor Freight Lines, Dallas Transfer & Terminal Warehouse Company, and Dallas & Fort Worth Motor Freight Lines.

Officers of the Dallas Transfer and Terminal Warehouse Company are: E. D. Balcom, chairman of the board; Gus K. Weatherred, president; C. E. Bradley, vice-president; and R. M. Waskom, secretary-treasurer.

The officers of the H. & N. T. Motor Freight Lines are: R. L. Carnrike, president; E. D. Balcom, vice-president; J. D. O'Keefe, vice-president; R. M. Waskom, secretary; Gus K. Weatherred, treasurer; and Roy Cates, general superintendent. The terminal covers a ground area of 45,000 square feet and fronts on two streets and the Santa Fe Railroad.

Business Failures Up

Commercial failures in Texas during March exceeded those of the preceding month and March of last year both in the number of firms that failed and in the total liabilities of these firms, the University of Texas Bureau of Business Research has pointed out.

"According to reports issued by Dun & Bradstreet, Inc., there were 17 commercial failures in Texas during March, compared with 15 the month before and seven the corresponding month last year," the bureau's statement said: "Total liability

(Continued on Page 54)

Burton Opens New Store



ONE of the outstanding events of pre-Easter week in Dallas was the opening of Burton the Florist in the firm's new, specially-designed modernistic building at 3323 Oak Lawn Avenue. It was estimated that more than 5,000 persons visited the new store, an interior view of which is shown above, on the day of the opening. One of the features of the opening was a \$1,000 orchid bouquet, composed of 350 individual orchids.

Boyd Keith, proprietor of the firm, also featured an educational display on orchids, from a test tube collection of 2,000,000 or more of the dustlike cattleya particles to seedlings from one to eight years old.

Burton's new building is said to be one of the most complete and attractive florist shops in the country. The broad plate-glass front of the building is one gigantic show case for floral displays. By night the building is attractively illuminated by a combination of direct and indirect lighting.

An adjoining garage, a large greenhouse in the rear of the building and an

outdoor garden, and a consultation room separate from the business office provide unusual service facilities.

Dairy Industry Gains

Sharp increases occurred in the manufacture of dairy products in Texas during March, according to the University of Texas Bureau of Business Research. Reports from representative groups of creameries, cheese factories, and ice cream plants indicate an increase of 40.2 per cent in creamery butter production over March last year, a gain of 55.6 per cent in cheese production and a rise of 40.3 per cent in ice cream production.

"With the rapid readjustments which are now taking place in land utilization under the direction of the Agricultural Adjustment Administration the statistics on live stock and live stock products are assuming increasing significance as a measure of changes in agricultural activity," the bureau's report said.

New Photographers

Langley-Templeton, Inc., photographers, have opened their studio and offices at 1901 North Harwood Street. They specialize in making advertising and publicity pictures.

The firm consists of William Langley, who was in charge of photographic publicity at the Texas Centennial Exposition and who was official photographer for the Pan American Exposition, and C. N. Templeton, formerly with the Texas Power and Light Company advertising department.

Mr. Langley is a veteran newspaper man and publicist. He served on the *New York Times* and the *Dallas Times Herald*, and was on the staff of the United Press in France during the World War.

Mr. Templeton was educated at Southern Methodist University, and photography has long been his hobby. He began making pictures with a pinhole camera. In addition to his service with the T. P. & L. advertising department, he was formerly on the county clerk's staff.



LANGLEY



TEMPLETON

American Art Works, Inc., Opens Dallas Office

The American Art Works, Inc., of Coshocton, O., has opened a Dallas office at 600 N. Akard Street, and has appointed Wadit Russell as manager of the Dallas territory. A complete selection of samples of the firm's advertising products is carried in the Dallas office.

The American Art Works, Inc., manufactures useful and specialty advertising products, such as calendars; leather, celluloid and art metal specialties; and reproductions of trademarks, buildings, etc. The firm is now entering its fifty-first year, having been founded by the publisher of a newspaper in Coshocton who conceived the idea of printing merchants' advertisements on the sides of school bags to be distributed to students.

Mr. Russell was reared in Dallas, and was engaged in business here for several years after graduation from school. He has been in the advertising business in Fort Worth for the last ten years. He was actively identified with the advertising profession there, serving as president of the Fort Worth Advertising Club

BUDGET YOUR PREMIUMS..

Our Premium Finance Plan will enable you to pay your Fire and Tornado insurance premiums monthly or annually
AVAILABLE THROUGH OUR AGENTS EVERYWHERE

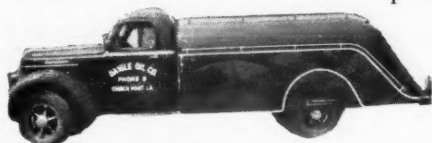
REPUBLIC INSURANCE COMPANY

FIRE

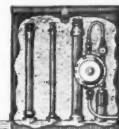
DALLAS, TEXAS

ALLIED LINES

TRUCK TANKS—made to your order and special needs



ALL TYPES OF WELDED TANKS
GASOLINE TRUCK TANKS



BUTANE
TANKS

Built to
A.S.M.E. Code



DALLAS TANK & WELDING COMPANY

203 West Commerce Street

W. W. BANKS, President

Dallas—Phone 2-5513



WEEVER FUNERAL HOME

2533 McKinney Avenue

Phone 7-1313

Dallas, Texas

DALLAS can best advance through a united citizenship. The Chamber of Commerce offers the most effective outlet for your efforts.

WEEVER, with his advanced 19-Point Quality Service Complete, affords you an opportunity to save without the sacrifice of either dignity or quality.

OLD LINE

LEGAL RESERVE

Founded on an ideal
Managed by experience
Directed along definite lines
toward a well-defined goal

Educators Mutual Life Insurance Company

Dallas, Texas

W. J. LAIDLAW, President

W. L. RAWLINGS, Vice President and Agency Director



YOUR VOTE APPRECIATED

I am running for your tire and battery business. If you vote for me by giving me your business I pledge you a square deal by offering money-saving prices . . . long, easy terms . . . liberal trade-in allowances. See Johnnie, Save Money . . . I'm not mad at anybody!

—"C" JOHNNIE DANIELS

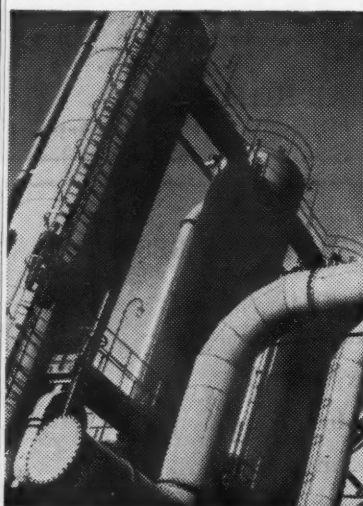
HAWKINS
TIRE & BATTERY CO.
Jackson and Market Streets
Telephone 2-1417

WRIGHT K. SMITH, C.P.A.

Attorney

Income, Estate, Inheritance Tax Matters
GENERAL CIVIL PRACTICE
Fidelity Building

DALLAS, TEXAS • • 2-6765



SOUTHWEST SHIPPERS..

Route your shipments through The Port of Beaumont—East Texas' natural gateway to the sea. Industrial and oil center of Southeast Texas.

THE PORT COMMISSION

BEAUMONT, TEXAS

R. T. BEHANNON, *Southwestern Rep.*
915 COTTON EXCHANGE 2-7917
DALLAS, TEXAS

O. L. Caywood, *Port Direc.*, Beaumont, Tex.

New Buildings Require Air Conditioning

By ROSS ZUMWALT
Zumwalt and Darrah

ARE you planning a new building or home? Are you doing this planning without giving thorough thought to the air conditioning? If you are an average owner you are not, as practically every new commercial building erected recently has had an air conditioning installation as an integral feature of its design and practically all of the newer homes of the better class are either equipped with an air conditioning system or provision has been made to facilitate the future installation of this convenience.

Consider yourself as the builder of a modern commercial building—say an office building. Look around you at your present office. Does the space in which you spend half of your waking hours fill all your needs and comfort requirements? Is your present office equipped with air conditioning which, all year 'round, provides you with healthful and comfortable surroundings? Tenants of tomorrow will insist on this feature and your building will be obsolete without it. Air conditioning will be as much a part of the building of tomorrow as steam heat is a part of the building of today.

What are the requirements you will set out for the installation in your building? Surely you will want a mechanical system that will maintain practically even temperatures all year, with slightly lower temperatures in winter than in summer. You will want a system that maintains healthful relative humidities and that supplies adequate fresh air for comfort. You will want clean, purified, invigorating air supplied to every corner of the rentable area, without drafts. You will also want this system to be built in, so as to be a part of the new structure and as unobtrusive as possible.

This last feature sets an air conditioning system in a new building apart from an installation in an existing structure. In a new building that is to be conditioned the designer's scope is not circumscribed by traditional requirements. As a result the entire structure has the possibility of utterly revolutionary design in both materials and arrangement. One example of this modern trend is the windowless building for the Hershey Chocolate Company which has recently received so much publicity.

In the case of the windowless buildings, visualize the vista opened. No longer need direction of exposure affect the construction. No longer will the shape and the physical dimensions of the structure be determined by the necessity of having outside rooms for ventilation. The building of tomorrow will not have to sacri-

(Continued on Page 54)

"The Home of Happy, Snappy, Courteous Service"

Here's What it Means . .

.. It means 24-hour continuous customer consideration day and night the year 'round.

.. It means that a full complement of factory trained department heads and employees are maintained to give you quick, efficient service.

.. It means that adequate facilities and latest mechanical equipment (including five service trucks) are maintained in readiness to give you COMPLETE one-stop motor car service.

Remember our address

Ross and Harwood Phone 7-3177



Don't Miss Texas' Most Popular Hotels



Wherever you go in Texas—remember that if there's a Hilton Hotel you are assured of the best of food . . . rooms . . . service without one cent of undue cost. One purpose governs all Hilton Hotels . . . to make every customer want to come back.

DALLAS	LUBBOCK
LONGVIEW	PLAINVIEW
ABILENE	EL PASO

The
HILTON HOTELS

C. N. HILTON, President

INVESTMENTS INSURED
UP TO \$5,000

Dallas Building & Loan Association

1411 Main St. Phone 2-9377

Member Federal Home Loan Bank System

Add Zest to Every Meal

WITH

Dentler Maid
FOOD PRODUCTS

16 Delicious Foods
RELISHES • POTATO CHIPS
PICKLES • SALAD DRESSING
AND OTHER FINE PRODUCTS

DENTLER MAID
Food Products Co.

• DALLAS •



**DALLAS TRANSFER
and Terminal Warehouse Co.**

(Established 1875)

2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line

Lone Star Package Car Co.

Dallas-Fort Worth Motor Freight Lines

Allied Van Lines, Inc.

Phone 2-7111

WORK

GOODWILL

(Continued from Page 9)

many of them are not well done and have back-fired on the sponsors. Most successful of all trade trips checked are those undertaken by the Dallas Chamber of Commerce and the Dallas Wholesale Merchants Association. How they are organized and carried out will be of interest to our subscribers."

The entire bulletin was devoted to detailed explanation of the mechanics of organizing and conducting the annual Dallas Business Tours. The information was set forth in a signed article by E. F. Anderson, manager of the Wholesale Merchants Association, a division of the Chamber.

East Texas Salute

One of Dallas' accepted customs is a courtesy visit to the East Texas Chamber of Commerce convention. Dallas' call at the Longview convention of the Etex Chamber last month was entirely out of the ordinary, however.

Aggressive promotion filled three special cars on the T. & P. train to Longview with 132 Dallas men and women. It was the largest delegation to the convention sent by any city, far overshadowing Shreveport's 100, Houston's and Fort Worth's 30 each. A one-day trip, the East Texas jaunt reflected credit upon the Chamber as its sponsor and upon Dallas as a neighborly city.

Showmanship

Any one who has lived in a small town or a smaller city knows what an important event it is when the circus comes to town. It's almost impossible to keep the school kids in the classrooms, business men stand in their front doors if they don't leave the premises altogether, and housewives find good excuses to be on the downtown sidewalks to see the excitement.

Rivaling the interest inherent in a circus was the thirty-seventh annual Dallas Business Tour, which last month took 62 business executives, a 25-piece band and a group of entertainers on a five-day, 1,737-mile journey to 30 towns and cities in Oklahoma and Texas.

In the average town visited on the Business Tour, the better portion of the adult population and all of the school children were present to greet the Dallas good-will party. The local newspapers outdid themselves in expressing their

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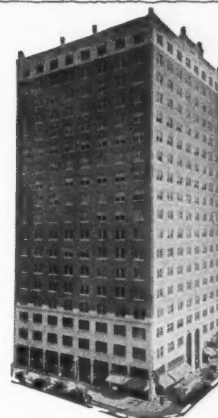
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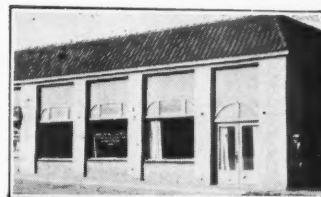
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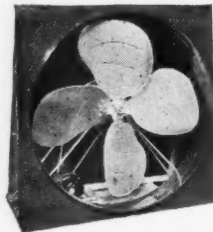
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WORK

communities' welcomes. Barbecues, warmly enthusiastic addresses of welcome by community leaders, and other attentions were showered on the Dallasites in every visit.

The Business Tour band gave concerts, entertainers put on well-timed, well-planned programs, and local entertainment talent participated in the programs. Eleven radio broadcasts were made from local stations. In the four night stop cities, the Dallasites were hosts at variety shows to which the general public was invited, and at dances to which the local chambers of commerce and other organizations had invited select groups.

Showmanship wasn't all of the tour, though. The bankers, manufacturers, wholesalers, insurance executives, hotel executives in the Dallas party mixed and mingled with the local folk, called on their customers in each city, sought to make new contacts and new friends. It is this vast amount of personal work which is difficult to describe but which means the margin between success or failure of such a good-will enterprise.

There was no hitch in arrangements from the time the special train left Dallas Sunday midnight, April 24, until it returned late Friday, April 29. The smooth-operating good-will organization reflected the long work of F. Z. Williams, general chairman of the Business Tour committee, and E. F. Anderson, secretary. General Manager Ben Critz of the Chamber of Commerce was on the tour the first three days, and George D. Bowers of the Chamber staff was also a member of the party, assistant to Mr. Williams and Mr. Anderson.

PUBLICITY

Flattery

"The sincerest form of flattery" was the brief comment which Henry W. Stanley, formerly trade extension director of the Dallas Chamber, scrawled on the first issue of *Activities*, newspaper-bulletin of the Pittsburgh, Pa., Chamber of Commerce.

Activities is of the same size and has the same format as *The Hub*, newspaper bulletin which the Dallas Chamber began publishing in 1936. Mr. Stanley, who

WORK

was in at the birth of *The Hub*, took the idea to Pittsburgh with him when he became Chamber Activities director of the Pittsburgh organization January 1.

phlet on the work of the Chamber and its budget, and handled the routine work of the Chamber's own publications, Southwest Business and The Hub.

Inches

For April, the Chamber obtained 763 column inches of general newspaper publicity, 1,719 column inches of newspaper publicity on the 37th annual Business Tour, in addition to other newspaper publicity on various conventions which it assisted in publicizing.

Material for a Dallas edition of the Texas Hotel Review was prepared. Information and photos were furnished the Conoco Travel Bureau for its new Texas map. Articles on Dallas were prepared for the Standard American Encyclopedia and another encyclopedia to be published in the near future. The Texas Retail Furniture News, the Gulf Coast Lumberman, the Wholesale Grocer News, the Phillips Packing Co.'s P.D.Q. and Sales Management were furnished with special stories and illustrations on Dallas in connection with conventions to be held here. The department also issued a special pam-

MISCELLANY

Work Sheet

A good index to the Chamber's activity is the monthly report of the mailing department. For April, the report shows that the following departments mailed out the following numbers of pieces of mail:

General information department, 854; convention department, 455; retail merchants, 51; bookkeeping department, 383; public relations department, 411; publicity department, 122; traffic and transportation department, 1,622; *Southwest Business* magazine, 248; industrial department, 1,274; highway department, 110; vice president and general manager, 594; wholesale department, 4,087. Service bulletins mailed to members totaled 1,785. Stationery and mailing costs for semi-independent groups are paid for by those groups.



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NEW BUILDINGS

(Continued from Page 50)

fice valuable ground space to secure unobstructed ventilation. Air conditioning makes this possible, for spaces correctly conditioned have been proven to be better from a standpoint of health, comfort, and employee efficiency. And although the omission of windows necessitates a more extensive electrical installation and consequently increases the amount of electric energy consumed for illumination purposes, it decreases the cost of the building itself, the cost of the air conditioning, and the amount of energy necessary in the operation of the air conditioning, both in winter heating and in summer cooling.

On the other hand, if your building is one of that group whose requirements necessitate an abundance of natural daylight, how could your needs be better filled than in a building with walls of glass? Recently several buildings have been erected with walls of glass brick and still others have walls consisting of panels of structural glass. Again, in this type of construction, air conditioning plays an important part in making the building healthful and comfortable.

In your new construction, no longer need ducts and pipes be exposed, need the installation inconvenience you in the manner of floor space, head room, or arrangement, or need the appearance of your building be marred either inside or outside. This matter of building an air conditioning system into a new building so as to perform satisfactorily and at the same time be invisible or inconspicuous is somewhat involved, but is perfectly possible with competent planning.

To serve the growing demand for this type of planning a new technical profession has sprung up. Research is constantly being carried on in the laboratories of manufacturers, of schools, and of technical associations to provide this profession with tools and data with which to work. You, as the prospective builder, may therefore approach the investment of substantial sums in air conditioning with the assurance that the skill and apparatus available today are equal to your demands for satisfactory performance and esthetic appearance.

BUSINESS FAILURES

(Continued from Page 48)

of these establishments was \$248,000, an increase of 62.1 per cent over the preceding month and 145.5 per cent over March last year. For the entire first quarter of 1938 there were 54 failures, compared with 34 during the first three months of last year; and aggregate liabilities were \$546,000, an increase of 72.2 per cent over the like period a year ago."

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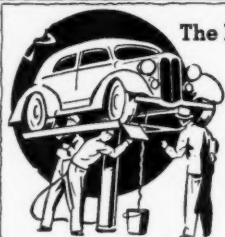
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PHOTOMATS

10 E. 38th Street New York

Weaver Enlarges Quarters

With the new unit to the Weaver Spring and Bumper Works, the firm now occupies 22,000 square feet of space. The main plant is located at 402 South Pearl Street in a two story building with offices and storage facilities. The new unit is occupied by the Bee-Line Chasis Aligners. This company includes in its automobile service checking of hard steering, swaying, frame alignment, tire wear, turning alignment, and shimmying. The Weaver Company is celebrating its tenth anniversary, having grown from a comparatively small beginning to one of the largest plants of this kind in the Southwest. The firm is a member of the Dallas Automotive Trade Association.

LIFE UNDERWRITERS

(Continued from Page 26)

agents are admitted upon the payment of a very small tuition fee. In this way the American College is endeavoring to extend the opportunity of becoming a C.L.U. to every agent who is interested in attaining the designation. The faculty of the Dallas school is composed of professors from Southern Methodist University, business and professional men of Dallas in addition to members of the local C.L.U. Chapter.

HOTEL BOOSTS PROFITS

(Continued from Page 21)

and his associates. Today air conditioning is becoming an increasingly large value in the hotel world.

The Adolphus Hotel air conditioning installation was laid out by R. F. Taylor, consulting engineer at Houston, under the supervision of Warren B. Lewis, chief engineer of the National Hotel Management Company. L. W. Slack is the chief engineer of the hotel. The Wallas Plumbing Company of Dallas were the contractors in charge of installation.



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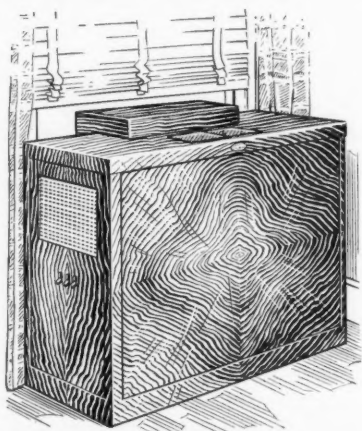
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MODERN EQUIPMENT has been simplified and perfected to meet the requirements of all types of building specifications—from "year-round" central systems for entire buildings to portable room units for leased offices.



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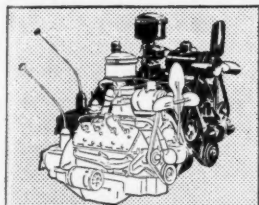
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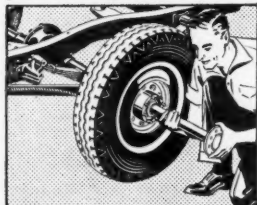


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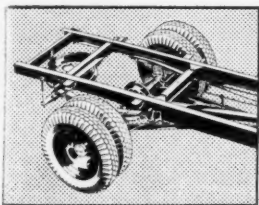
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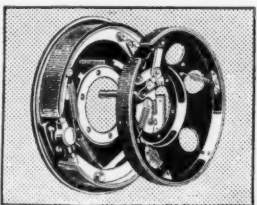
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And the best part of it all is, these families are saving money without any sacrifice of quality, comfort or pleasure in their daily motoring.

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STYLING

PERFECTED
HYDRAULIC BRAKES

GENUINE
KNEE-ACTION★

ALL-SILENT
ALL-STEEL
BODIES

VALVE-IN-HEAD
ENGINE

FISHER
NO DRAFT
VENTILATION

★On Master De Luxe
models only.

**THE CAR THAT
IS COMPLETE**

